

SD card Applications - A Day in the Life of SD card

Phison Electronics Corp.
Henry Sun
Email: henry_sun@phison.com
Tel: +886-37-586-896, ext. 26059
2023/06/01

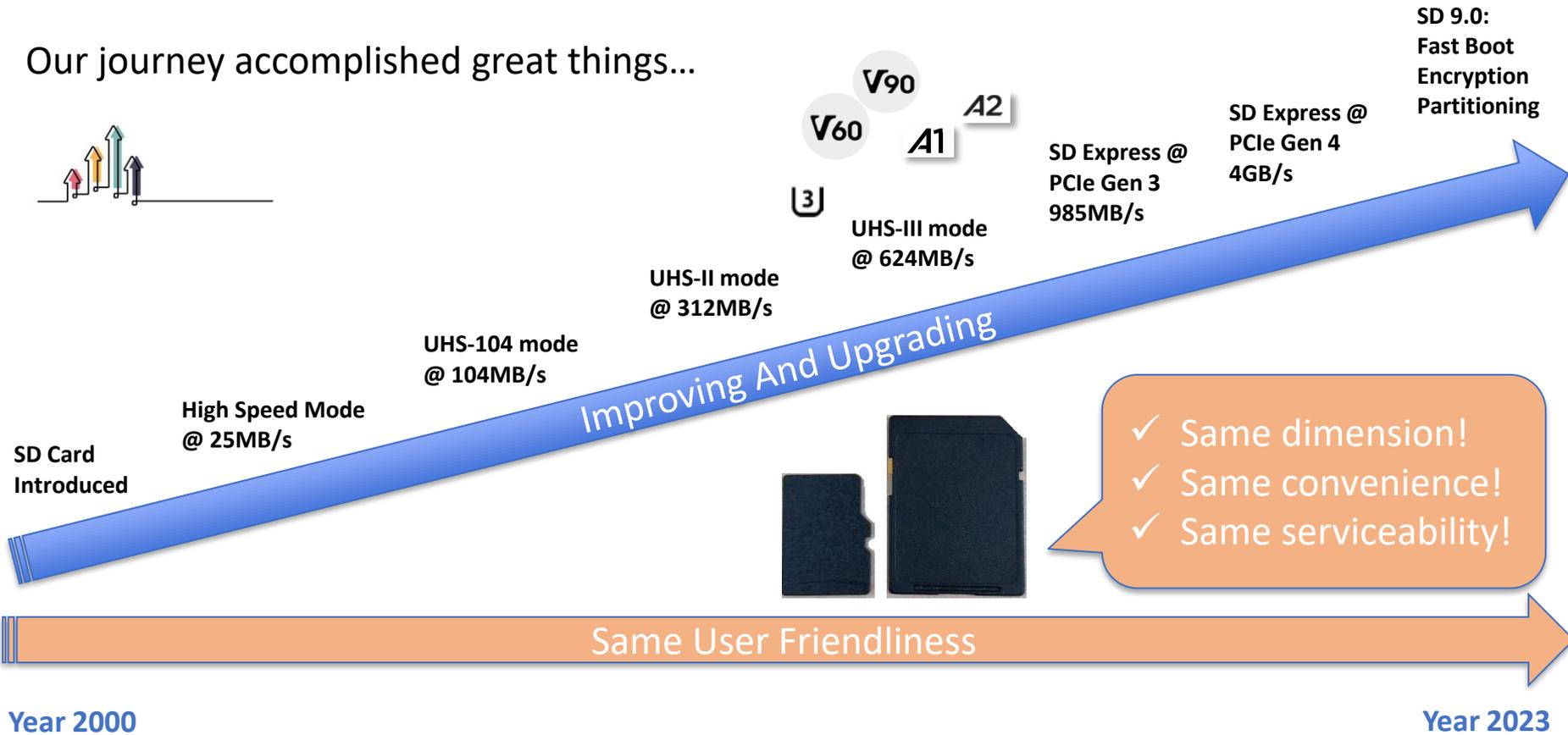
Agenda

- SD history and insight
- SD mainstream applications
 - Automotive
 - Surveillance/Edge
 - Professional
- Phison's role and value



SD Card's Evolution

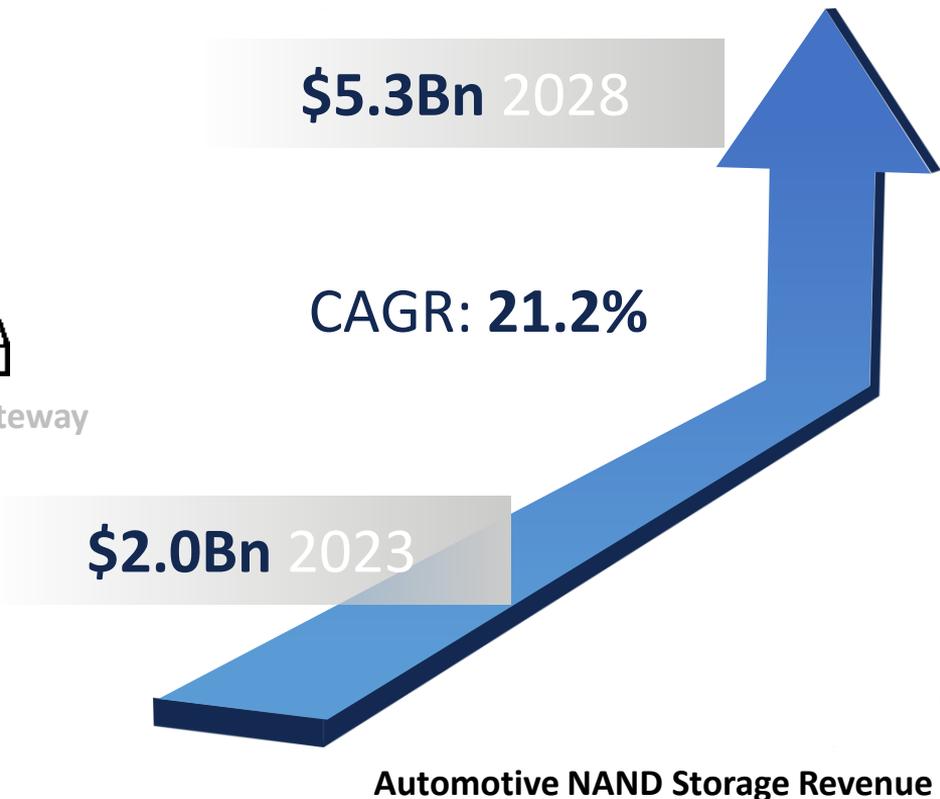
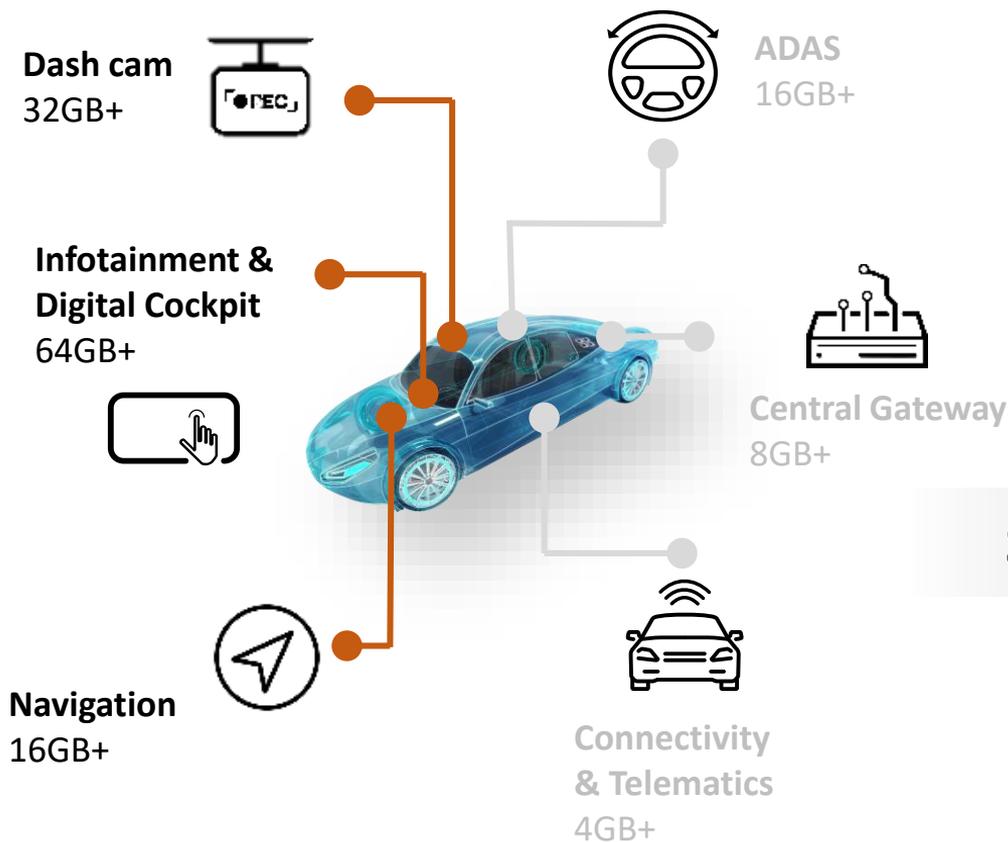
Our journey accomplished great things...





Automotive Usage

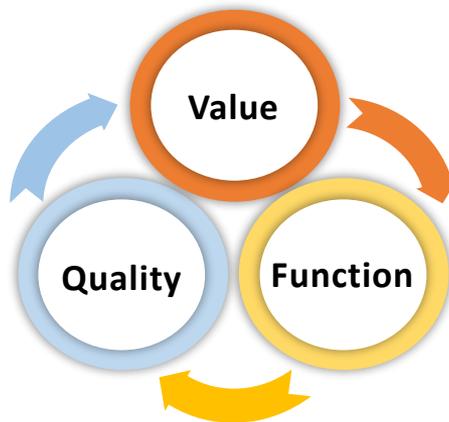
SD Has More Potential To Look Forward To



Source : IHS Markit 2022

SD Has Great Automotive Values

- Best value **removable** memory storage: 128MB to 512GB



- Selected AEC-Q100 / VDA6.3 qualifications
- IATF16949

- Health monitoring function
- Field Firmware Update function

Surveillance/Edge Usage

SD Has More Surveillance/Edge Usage

Global: 148Bn 2023
CAGR: 12% to 2027

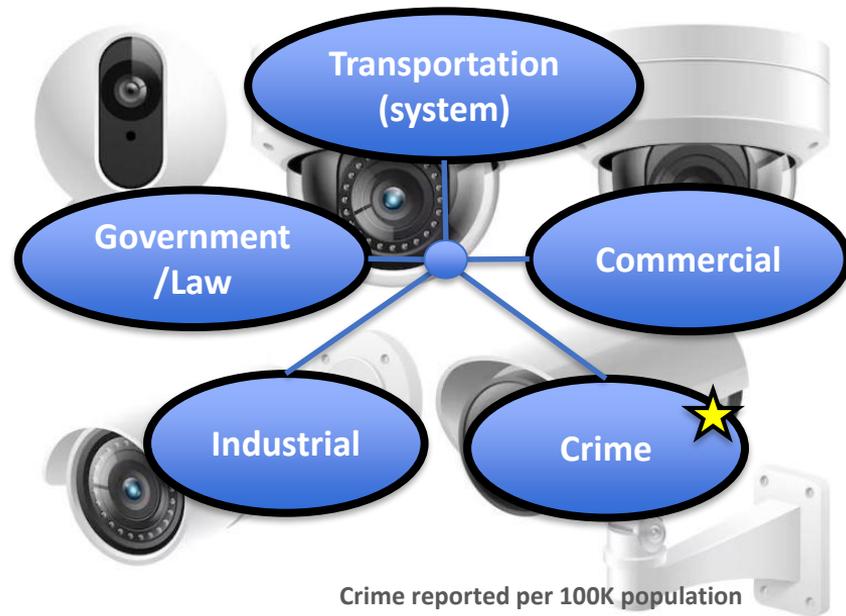
Source : Research and Markets 2023

Asia Pacific: 48Bn 2022
CAGR: 9.4% to 2027

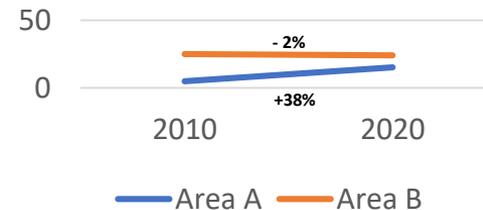
Source : Markets and Markets 2022

Mobile: 2.3Bn 2022
CAGR: 8.5% to 2032

Source : Polaris Market Research 2022



Crime reported per 100K population



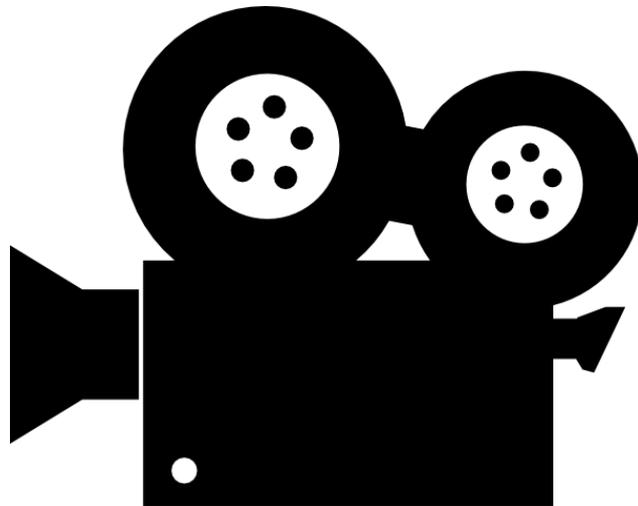
Source : Macrotrend 2023, Eurostats 2023

SD Satisfies Critical Recording Characteristics

Sustained
Recording
Speed

SD ability:
Stable 21~22MB/s

4K UHD: 12.5MB/s
Full HD: 6.25MB/s



Maintenance
Free

Format-Free Function

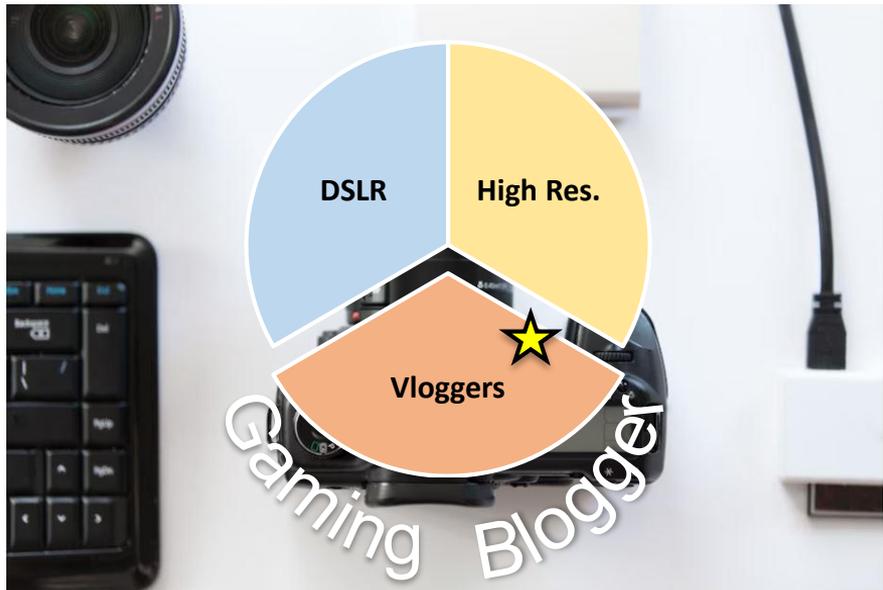
- Health monitoring function
- Field Firmware Update function



Professional Usage

SD Can Be Very Professional

V60 V90



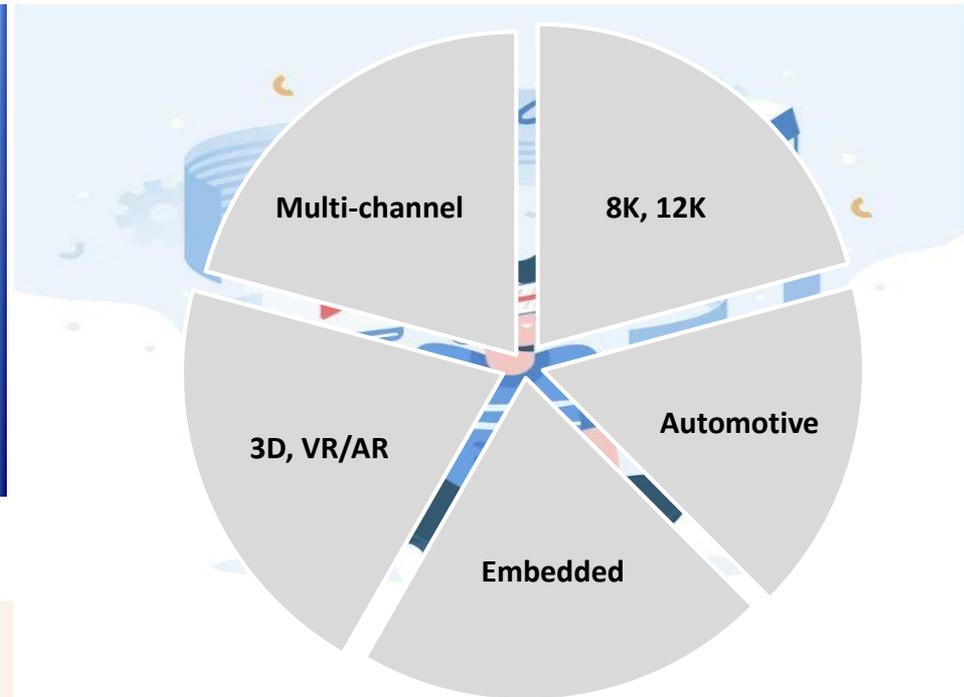
Global vlogging-camera sales of 19.10% CAGR from 2022 – 2029

Example: Panasonic G100, Sony ZV-1, with microSD slot!

Source : Brand Essence Research 2023

EX

UHS-I Read 200MB/s

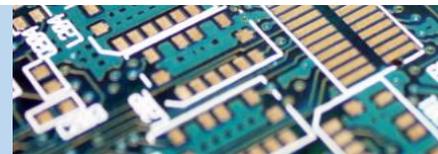




Phison can provide complete SD solutions

We are a total solution provider

NAND Flash-based IC Designer



Experience

20+

Years

80%+

R&D Exp./ OPEX



70% R&D

3800+HC

ODM

From Design to Manufacturing

Turnkey (w/ customization)

Flexible Business Model

So, What And How, Can Phison Help You?

Complete Lineup + Latest Technology

UHS-II V60/V90

PS8601

SD Express(SD8.0)

PS5017

UHS-I U3 V30 A1/A2

PS8132 & PS8229

SD9.0

PS8133



Thank you