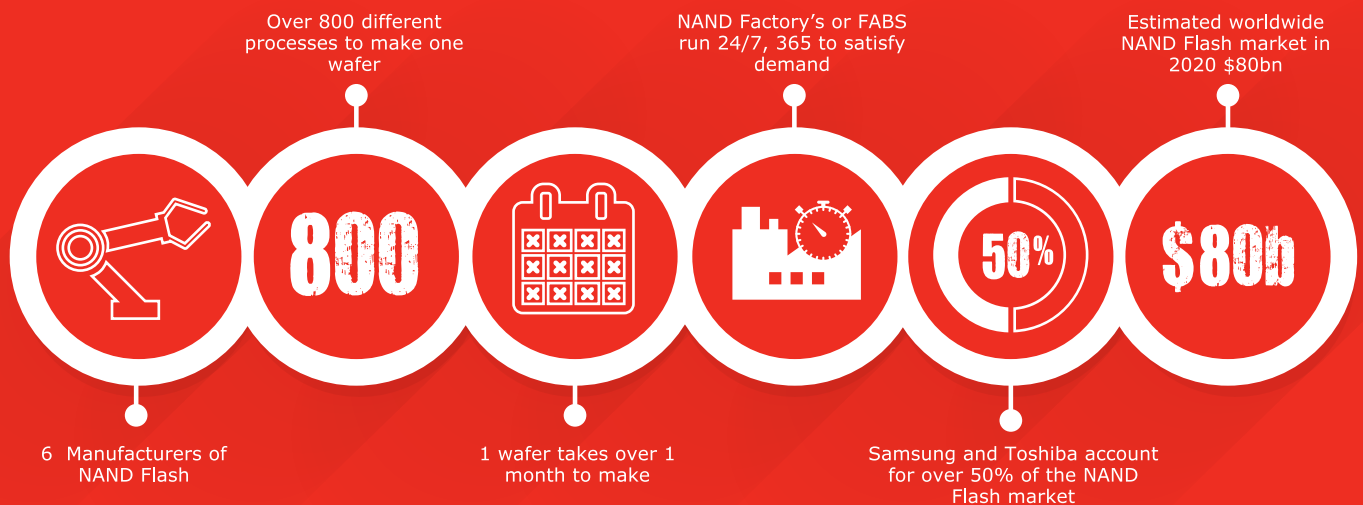


THE FACTS

Why is NAND chosen over other memory types?

- non volatile = retains data when power is off
- low power consumption = longer battery life for mobile applications
- tolerance to shock , temperature and vibration = rugged
- better performance = faster reading and writing of data
- lowest cost semiconductor memory type = value for money



Why is there a shortage?



FABs are moving from 2D to 3D NAND, a major upgrade



Demand for NAND has increased by over 20%



Increase in SSDs for use in computers



High demand for mobile devices

How to overcome potential supply shortages:

- inform your clients of the situation, find out their demands
- eliminate uncertainty through accurate forecasting
- pro actively manage inventory
- evaluate and redefine your project timeframes
- schedule your production
- make reasonable and measured commitments only
- factor in rising costs and lead-times for new requirements
- contact a specialist for a fit form function replacements
- work with a partner you can trust