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NEW EMBEDDED MMC V4.3 SPECIFICATION NOW AVAILABLE WITH POWER-ON BOOT AND ENERGY SAVING FEATURES

The MMCA/JEDEC joint standard offers user-friendly technical enhancements for widely supported embedded memory storage management solution for mobile devices

BEAVERTON, Ore. – January 30, 2008 – The MultiMediaCard Association (MMCA) and the JEDEC Solid State Technology Association (JEDEC) today announced their joint publication of version 4.3 of the Embedded MMC (eMMC) and Card Product Standard. The specification marks an important step in the evolution of eMMC as an industry-leading memory technology, providing a standardized protocol for embedding mass storage flash memory on host systems. The new features build on the eMMC standard, which is currently supported by all major handset and navigation product manufacturers.

"As devices continue to evolve and require support for increasing amounts of mass storage memory, manufacturers look to our organizations to advance standards like eMMC to better address the storage demands of the market," said Yves Leonard, MMCA board chairman and business strategies director at Samsung Semiconductor. "We are pleased to introduce the v4.3 specification, which includes features that deliver capabilities of immediate benefit to system designers and end-users."

The enhanced specification includes two new features for embedded memory applications, power-on boot and explicit sleep mode, which translate to significant benefits for the end-user. Power-on boot defines a way for the boot-code to be accessed by the host controller without an upper-level software driver, speeding the time it takes for a controller to access the boot code. Explicit sleep mode enables the host controller to directly instruct eMMC to enter power-saving sleep mode – an enhancement that has an immediate positive impact on power efficiency.

The eMMC standard simplifies embedding mass storage flash memory on host systems. The standardized protocol interface offers designers high performance, while keeping complex functional differences among NAND flash suppliers invisible to the host. This differs from conventional architecture where a host system must support NAND products from multiple companies in a generic manner by necessity.

"This new release introduces welcome features to the eMMC family like power-on boot mode, reliable write and sleep mode. These advanced features allow expanding the usage of eMMC from plain mass memory to the system memory," said Kari Kulojärvi, vice president, Devices, Nokia.

The benefits of using 4.3-standardized eMMC are a simpler product design and qualification process, and an overall shorter time to market. Today the eMMC specification is present in solutions from leading component manufacturers including Micron, Samsung, Spansion, ST Microelectronics and Toshiba.

MMCA and JEDEC eMMC 4.3

“Interest in Embedded MMC solutions is growing, thanks in large part to the tremendous amount of collaboration we have seen in the industry on eMMC standards,” said Mian Quddus, chairman of the JEDEC board of directors. “The aggressive standardizing efforts of JEDEC have moved eMMC into the highest echelon of high-capacity, embedded memory alternatives, providing system manufacturers with one of the most competitive ways to simplify their storage designs.”

“As a leader in developing memory solutions, Micron is pleased to support this advancement in embedded storage,” said Frankie Roothparvar, vice president of NAND development at Micron Technology, Inc. “Progression of the eMMC specification indicates the industry’s demand for solutions that will simplify the integration of mass storage.”

The specification is available for download at <http://www.jedec.org/download/> and http://www.mmca.org/compliance/buy_spec/mmc_spec_v4_3/. For more information please visit http://www.mmca.org/press/MMCA_Presentation_-_Update_January_2008.pdf for a complete presentation on eMMC.

About MMCA

The MultiMediaCard Association (MMCA) is the open standard memory card organization, promoting worldwide adoption of storage media designed especially for mobile phones and digital imaging devices. It enables a myriad of applications to come together and share digital media content.

Founded in 1998, the MMCA provides a global forum for memory card and semiconductor component suppliers, software vendors and manufacturers of mobile electronic devices. They jointly endorse and promote the worldwide adoption of MultiMediaCards and the MMC standards.

About JEDEC

JEDEC is the leading developer of standards for the solid-state industry. Almost 3,300 participants, appointed by some 295 companies work together in 50 JEDEC committees to meet the needs of every segment of the industry, manufacturers and consumers alike. The publications and standards that they generate are accepted throughout the world. All JEDEC standards are available online, at no charge.

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