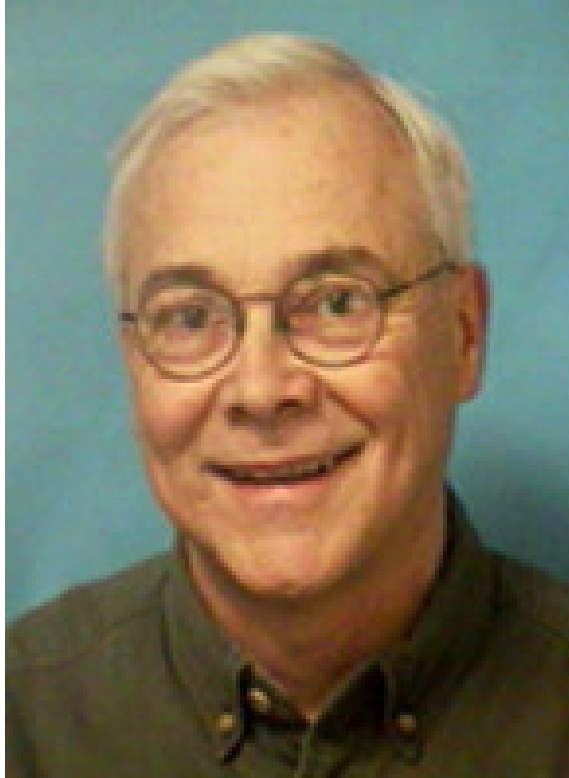




# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**Jim Cooke, Applications Engineering Manager, Micron**

## **Title**

NAND Flash helps make \$99 video camera possible

## **Abstract**

As volume pricing of MLC NAND dropping to less than \$20 per Gigabyte, the goal of achieving a sub \$100 video camera is coming into sights.

Traditional video cameras use either tape or optical disk, both of which require a bulky, unreliable and costly mechanical transport. Replacing this with flash not only addresses the size and reliability concerns, but can be done cheaper and with less power than their mechanical counterparts.

This session will investigate the solid state video camera. We will analyze the major components (Video Imager, Video Processor Chip, Power Management and Flash Memory) to see the details of each.

## **Biography**

Jim Cooke manages the NAND and MCP applications engineering teams for Micron's memory products group. He has a BSEE from the University of Massachusetts. Previously, he was responsible for managing the applications engineering group and hardware engineering team for Toshiba America Electronic Components. In addition, Jim has over 20 years of hands-on systems-level design experience in embedded applications and digital consumer markets.

*Talk to be given at the Storage Visions<sup>TM</sup> 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6<sup>th</sup> and 7<sup>th</sup> 2007*