

## Half The World's Flash For Tablets, Smartphones

Written by Marco Attard  
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DRAMeXchange reports the combined smartphone and tablet markets' demands for NAND flash memory will account for more than 50% of the world's total flash memory output for 2011-- keeping the memory industry robustly happy.

Smartphones will account for 43% of 2011 memory consumption, while tablets will make another 10% (an increase from 2010's 5%).

The analyst also says the tablet industry will continue its current growth-- even if Apple will remain market leader. Current predictions suggest tablet shipments will reach 52m units by 2H 2011, with the iPad (and its newly announced sequel) making up more than 75% of the total market.

Non-iPad tablets will have to work ever harder to adapt-- by improving their customer offerings (leading further hardware advancement) and further lowering their prices.

DRAMeXchange also has good news for the smartphone industry, predicting WW smartphone penetration rates will surpass 30% in 2011. Meanwhile eMMC (embedded MultiMedia Card) technologies will help speed up production-- thus further increasing NAND flash demand.

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