



## Silicon Motion Introduces SM2703, a Cost-Effective SD 3.0 UHS-I Controller With Superior TLC NAND Flash Support

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TAIPEI, Taiwan, Feb. 21, 2013 (GLOBE NEWSWIRE) -- Silicon Motion Technology Corporation (Nasdaq:SIMO) ("Silicon Motion" or the "Company"), a global leader in designing and marketing NAND flash controllers for solid state storage devices, today introduces SM2703, a new, cost-effective, single-channel, SD 3.0 UHS-I (Ultra High Speed Phase I) card controller with superior support for the vast majority of NAND flash, including 2y-nm, 1x-nm and 1y-nm TLC and MLC, including high-speed Toggle-Mode and ONFI standard DDR NAND. Our high performance SM2703 UHS-I controller delivers industry-leading data transfer rates of up to 95MB per second. SM2703 enables full HD video recording capability by digital cameras, smartphones and other mobile devices on both Class 4 and Class 6 SD flash memory cards using cost-effective TLC NAND flash. Alternatively, OEMs can utilize higher performance MLC NAND flash and SM2703 for UHS-I Speed Class 1, which is equivalent to SD Class 10 memory cards, for higher SDHC/SDXC memory capacity to deliver the best experience for faster data retrieval, flawless full HD video recording and high-speed continuous image capture by mobile devices.

"We have already had tremendous success in the UHS-I market since we introduced our first UHS-I controller, SM2702, beginning in 2011," said Wallace Kou, President and CEO of Silicon Motion. "Our SM2702 was used by a majority of the leading flash card brands, including most of the tier-one OEMs and module makers from the US, Korea, Japan, Taiwan and China. Our solution was widely adopted by customers because it was high performance, cost-effective, and supported the vast majority of available NAND components. By leveraging Silicon Motion's strong market share in UHS-I controllers and designing our next generation SM2703 using the same firmware algorithms as our SM2702, we can significantly shorten our customers' required development time and qualification cycle. To help accelerate market adoption of UHS-I memory cards, our SM2703 controller has been designed to be a cost-effective, 55nm single-channel solution that also provides customers with maximum flexibility in using MLC and TLC NAND flash of their choice while our proprietary configurable ECC engine significantly improves device endurance."

With strong electrostatic discharge (ESD) protection (passes +/-6KV contact discharge) and extremely low standby and operating power consumption (at 85°C threshold), SM2703 is ideal for OEM customers seeking higher performance solutions for their devices. SM2703 customer samples will be available beginning March 2013.

Summary of key SM2703 features:

- SD 3.0 UHS-I full compliance (SDR50/SDR104/DDR50)
- SDXC/SDHC Class 10 and UHS Speed Class 1 rating
- The most cost-effective UHS-I controller in the marketplace with unparalleled TLC NAND flash support, offering read speed of up to 95MB/s
- Superior full HD video recording performance in both Class 4 and Class 6 devices using only one TLC die or chip
- Enables consumers to have a better experience in utilizing more advanced imaging capabilities, including high megapixel image capture, as well as full HD video and 3D video recording and playback on their mobile devices
- Powerful configurable ECC engine that can significantly improve device endurance
- Strong ESD protection meeting the criteria of +/-6KV in contact discharge measurement
- Ultra low standby and operating power consumption (as measure at 85°C)
- Supports the vast majority of NAND flash, including 2y/1x/1y nm MLC, TLC and high-speed Toggle-Mode and ONFI standard DDR NAND

### *About Silicon Motion:*

We are a fabless semiconductor company that designs, develops and markets high performance, low-power semiconductor solutions for the multimedia consumer electronics market. We have two major product lines, mobile storage and mobile communications. Our mobile storage business is composed of microcontrollers used in NAND flash memory storage products such as flash memory cards, USB flash drives, SSDs, and embedded flash applications. Our mobile communications business is composed primarily of handset transceivers and mobile TV IC solutions. Silicon Motion's flash memory products trade under the name "SMI" and our mobile communications products trade under the name "FCI". For further information on Silicon Motion, visit [www.siliconmotion.com](http://www.siliconmotion.com).

CONTACT: Investor Contact:

Jason Tsai  
Director of IR and Strategy  
Tel: +1 408 519 7259  
Fax: +1 408 519 7101  
E-mail: [jtsai@siliconmotion.com](mailto:jtsai@siliconmotion.com)

Investor Contact:  
Selina Hsieh  
Investor Relations

Tel: +886 3 552 6888 x2311  
Fax: +886 3 560 0336  
E-mail: [ir@siliconmotion.com](mailto:ir@siliconmotion.com)

Media Contact:

Sara Hsu

Project Manager

Tel: +886 2 2219 6688 x3509

Fax: +886 2 2219 6868

E-mail: [sara.hsu@siliconmotion.com](mailto:sara.hsu@siliconmotion.com)

Silicon Motion Technology Corporation