



## **Silicon Motion Announces the World's Fastest Single-Channel UHS-II SD Card Controller Solution**

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### **SM2704 Enables the Highest Performance and Cost Effective UHS-II SDHC/SDXC Designs**

MILPITAS, Calif., Sept. 17, 2014 /PRNewswire/ -- Silicon Motion Technology Corporation (NasdaqGS: SIMO) ("Silicon Motion"), a global leader in designing and marketing NAND flash controllers for solid-state storage devices, today introduced the SM2704, the world's fastest single-channel UHS-II SD card controller solution. The SM2704 supports the highest-level SD card standards: UHS-II bus interface & UHS Speed Class 3 (U3) featuring a maximum data read speed of up to 280MB/s along with a maximum data write speed of up to 260MB/s. By supporting the new U3 Speed Class, the SM2704 delivers ample performance to handle the needs of professional photography, high-definition video recording and compressed 4K video capture and playback.

"Silicon Motion is the number one merchant supplier of UHS-I/II card controllers, which are the majority of our overall SD card controller sales. The SM2704 extends the company's leadership with the highest performance UHS-II controller while utilizing a cost-effective, single-channel design," said Wallace Kou, President and CEO of Silicon Motion. "We are pleased to partner with Micron in enabling the world's fastest UHS-II SD cards in the market today."

"UHS-II technology raises the performance levels for professional photographers, videographers and enthusiasts," said Wes Brewer, Vice President of Micron Consumer Products Group. "The SM2704, with Micron's proprietary high-performance NAND flash and card reader combination, enables us to deliver the highest performance solutions at an affordable price in our new UHS-II Professional SDHC and SDXC cards."

Silicon Motion's SM2704 is a complete hardware/firmware solution that supports all types of NAND Flash, including 1x/1y/1z nm SLC and MLC NAND. This product is first available today in the Lexar PRO 2000x as well as the PRO 1000x SDHC/SDXC cards. The product is being showcased in the SD Association booth number C043, hall 2.1 at the Photokina show, September 16-21 in Cologne, Germany.

For more information on Silicon Motion, please go to <http://www.siliconmotion.com>.

#### **About Silicon Motion:**

We are a fabless semiconductor company that designs, develops and markets high performance, low-power semiconductor solutions to OEMs and other customers in the mobile storage and mobile communications markets. For the mobile storage market, our key products are microcontrollers used in solid state storage devices such as SSDs, eMMCs and other embedded flash applications, as well as removable storage products. For the mobile communications market, our key products are LTE transceivers and mobile TV IC solutions. Our products are widely used in smartphones, tablets, and industrial and commercial applications. For further information on Silicon Motion, visit [www.siliconmotion.com](http://www.siliconmotion.com).

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