



**Press Conference 8. May 2001**

**Flash Joint Venture  
Infineon/Saifun**

# Market-oriented Business Structure



# Security & Chip Card ICs

## Security mission

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**We make  
networks  
priv@te!**

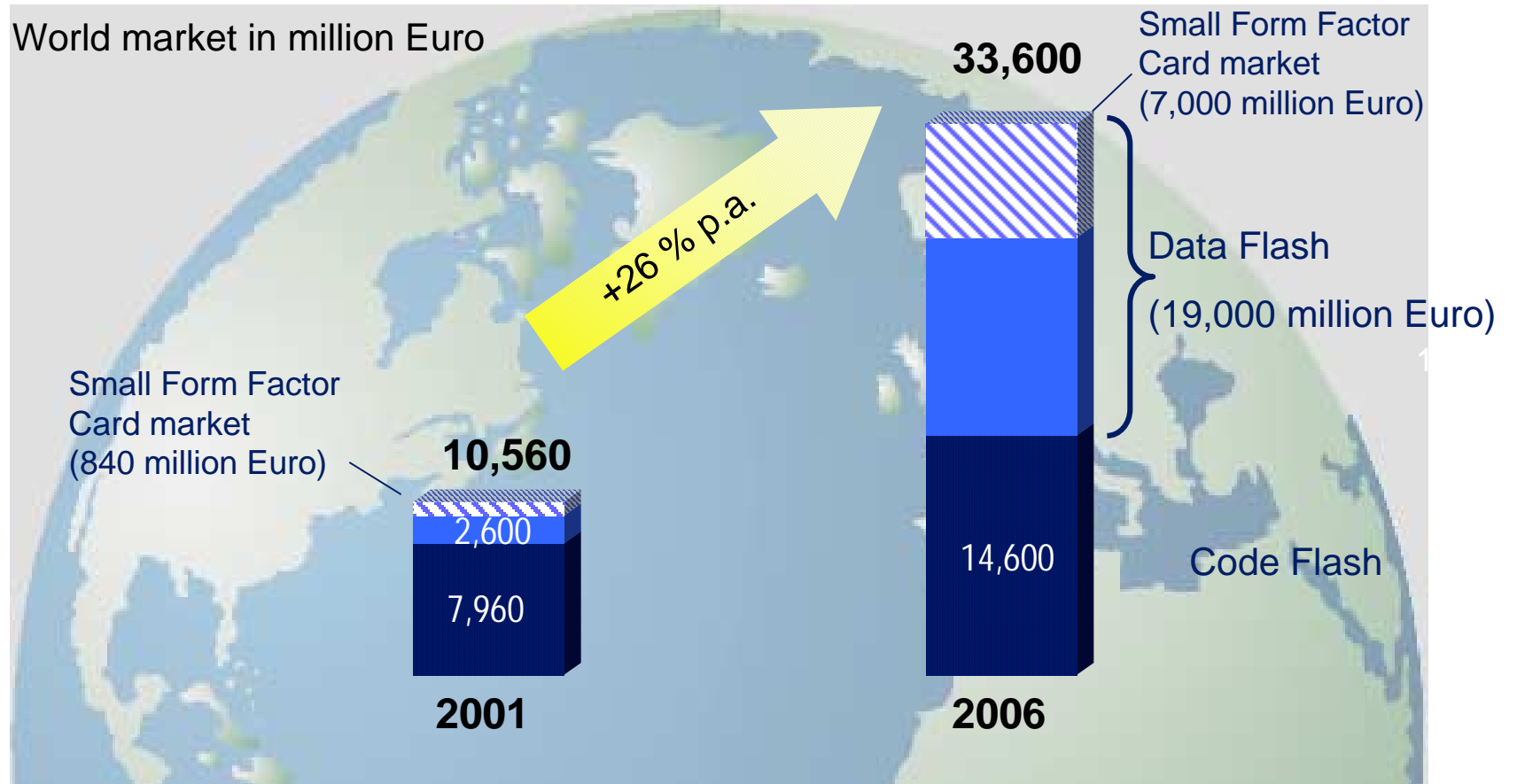
# Security & Chip Card ICs

## Products



# Flash

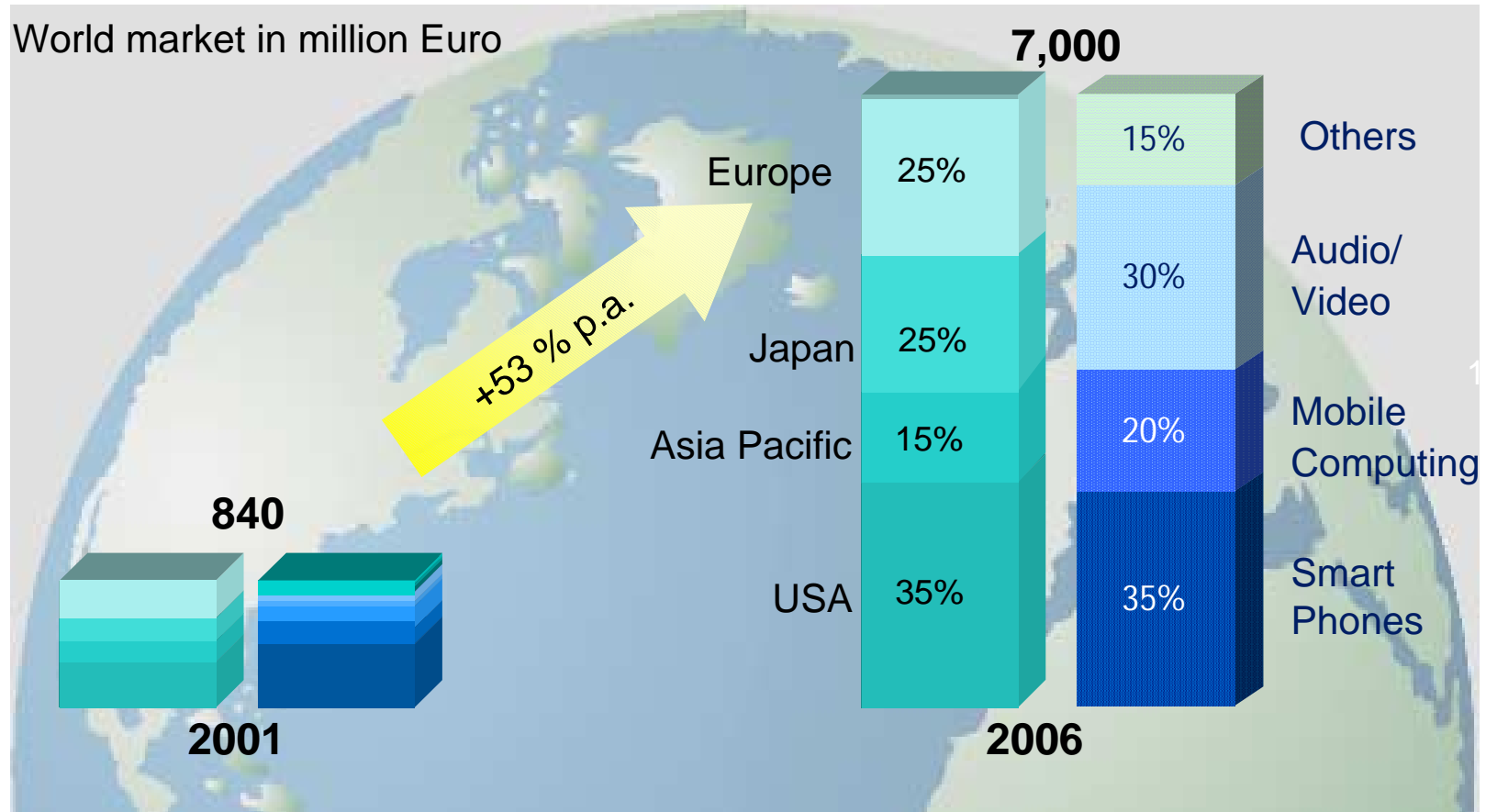
## Market in applications



Source: Web-Feet Research, Infineon

# MultiMediaCard™

## Small Form Factor Card Market\*



Source: IDC, Sony, Infineon,  
Web-Foot research, Nomura,  
others  
\* excluding Compact Flash



# Infineon MultiMediaCard Customers

**SIEMENS**



**JVC**  
PRODUCE YOUR IMAGINATION.



**COMPAQ**

...and others



# MultiMediaCard

## Roadmap



OTP: One Time Programmable





# Joint Venture Ingentix

Company Logo

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# Joint Venture Ingentix

## Vision

**Mobility**



**Access to  
information**

**Mass Storage**

**Low-cost high-density  
memories**



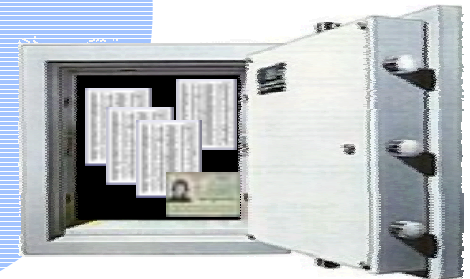
**Content  
versatility**



**Data security**

**Digital Storage**

**Security**



# Joint Venture Ingentix

Mission

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## Becoming No. 1 in Mass Storage Flash Market

**Security  
Expertise**

**Advanced  
DRAM  
Technology**

**Marketing  
& Sales  
Expertise**

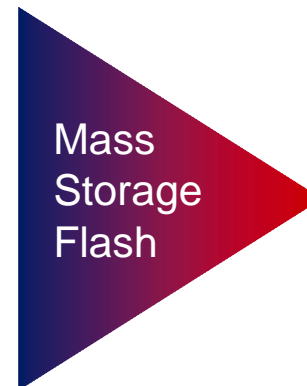
**Highest  
Density  
Cell  
Design**

**Partnership**

# Joint Venture Ingentix

## Main Activities

	51%
	49%



## Main Activities

**Ingentix Germany  
GmbH & Co. KG**

**Controller  
Security  
Production  
Sales & Marketing**

**Ingentix Israel  
Ltd.**

**Flash Memory  
Special Projects  
Regional Markets**

# Joint Venture Ingentix

First products

