

**IMAGIN<sup>+</sup>** the Possibilities

# Welcome to FMS 2023

## Media Presentation

*Presented by*

**Chris Ramseyer**

*Director of Technical Marketing*



Flash Memory Summit

**PHISON**





Flash Memory Summit

# AGENDA

**Corporate Update**

**What is Imagin+?**

**Product Showcase**

**X2 – Enterprise Gen5**

**E26 “Max14um” 14GB/s**

**PS5027-E27T**

**E18 pSLC**





Flash Memory Summit

**IMAGIN<sup>+</sup>**  
**The Possibilities**

**1**

## Corporate Update

CONFIDENTIAL

FMS 2023

**PHISON**



# Quick Facts About Phison



Experience

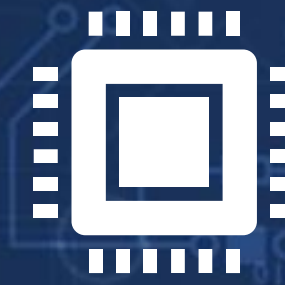
**23+**

Years



**\$2B**

2022 Revenue



**600M**

Annual Controller Shipments

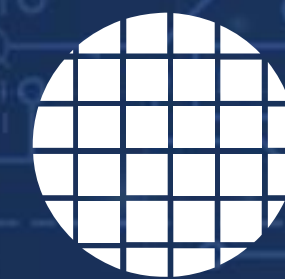


**3800  
+HC**

75% R&D

## Business Categories

Client | Embedded | Enterprise  
Automotive | Gaming | Design Service  
Power IC | Signal IC

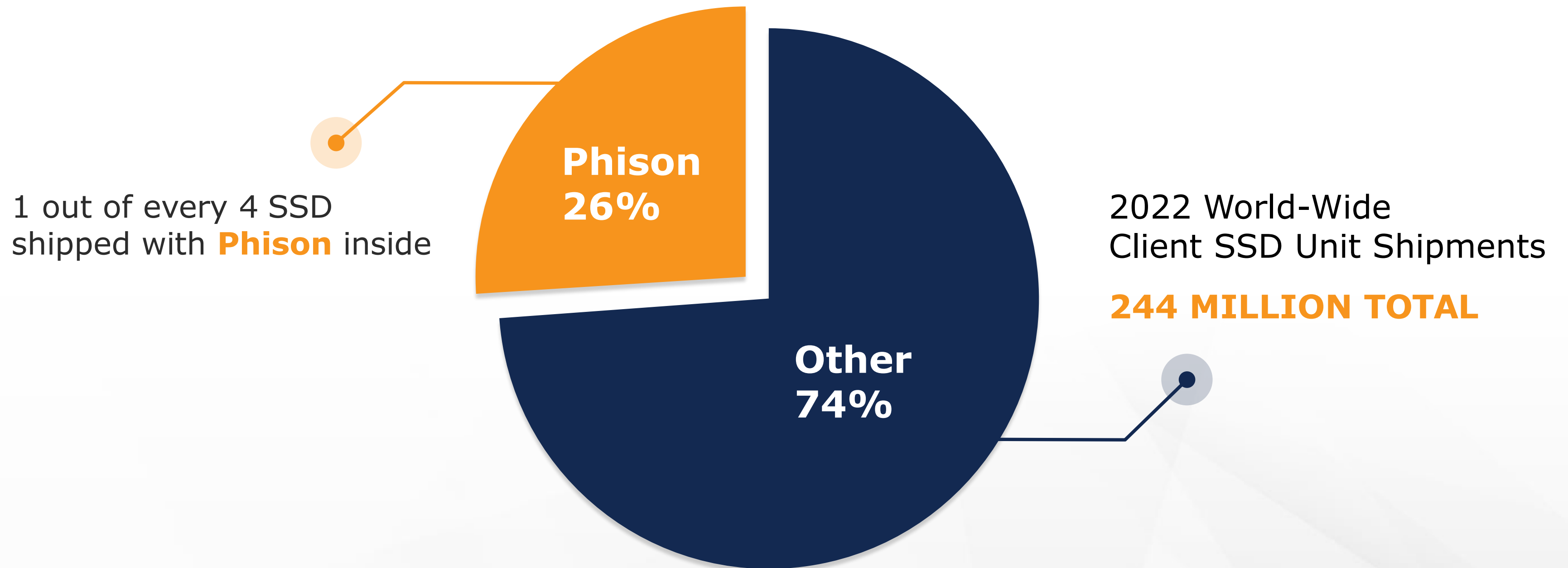


**16 EB**

Annual NAND Consumption

# Phison's World-Wide Influence

## Powered by Phison







Flash Memory Summit

**IMAGIN<sup>+</sup>**  
The Possibilities

**2**

## What is IMAGIN+





# **IMAGIN<sup>+</sup>** Design Services Empowering Innovation



## **Industry Leading Technology**

### **Enhanced Competitiveness**

- ✓ Industry leading NAND technology
- ✓ 2,000+ patents worldwide
- ✓ R&D focused company



## **Collaborative Resources Sharing**

### **Streamlined Engineering Processes**

- ✓ Best-in-class IP, ASIC, FW
- ✓ IMAGIN+ Design Labs for brainstorming, prototyping
- ✓ Global support operations



## **Efficient Flow for New Product Introduction (NPI)**

### **Accelerated Time-to-market**

- ✓ Excellence in program execution
- ✓ Validation resources, robust testing
- ✓ Turnkey storage device expertise



# **IMAGIN<sup>+</sup> Process - Easy as 1,2,3**

## **Step 1**

### **Brainstorming, specs**

Complete NDA, discuss specs and objectives.  
Develop customer advantages with IMAGIN+

## **Step 2**

### **Business plan review**

Phison provides cost estimates, program schedule,  
and payment milestones

## **Step 3**

### **Document scope of work, execution**

Execute MOU or SOW, launch project!





Flash Memory Summit

**IMAGIN<sup>+</sup>**  
**The Possibilities**

**3**

## Product Showcase FMS 2023

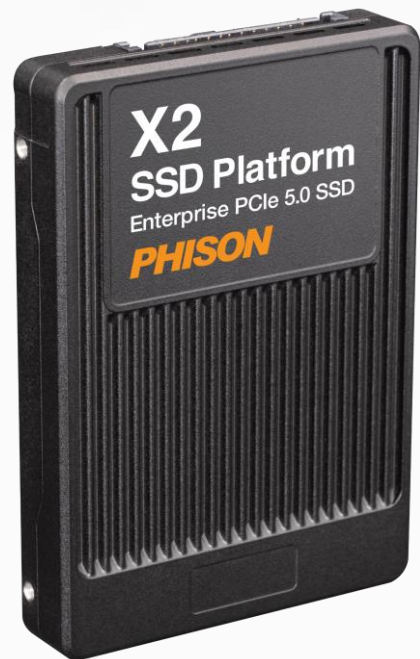
CONFIDENTIAL

FMS 2023

**PHISON**



# PS5302-X2 Gen 5 Enterprise SSD



## PS5302-X2 SSD

Designed to be the best of PCIe Gen5 performance, features, endurance, and economics for enterprise applications.

Phison is dedicated to developing advanced SSD technology to provide the industry with increased density, higher performance and power efficiency for all mass capacity storage providers.

### Specification

- **Interface :** PCIe 5.0 x 4
- **Protocol :** NVMe 2.0
- **Capacity :** Up to 64TB
- **Form Factor :** U.2 / E3.S
- **DWPD :** 1 and 3 DWPD
- **MTBF :** 2.5 million hours
- **Warranty :** 5 years

### Features

- **DDR5 enablement**
- **Dual-port design**
- **Zone-namespaces**
- **Ultra-low latency**
- **Power loss Protection**
- **MF-QoS**
- **Name Space: 256**

### Performance

Seq. Read	<div></div>	14,000 MB/s
Seq. Write	<div></div>	12,000 MB/s
Ran. Read	<div></div>	3,000K IOPS
Ran. Write	<div></div>	800K IOPS



# PS5026-E26 Max14um Gen5 SSD



## PS5026-E26 Max14um SSD

E26 tuned to maximize the full bandwidth of PCIe Gen5. E26 was made for 2400MT/s NAND. **The first consumer SSD to surpass 1,000 MB/s in UL PCMark 10 Storage, Quick, Data Tests and UL 3DMark Storage Test.**

On display with Frore Systems AirJet solid-state cooling technology.

### Specification

- Interface : PCIe 5.0 x 4
- Protocol : NVMe 2.0
- Capacity : Up to 8TB
- Form Factor : M.2 2280

### Features

- Fastest Consumer SSD
- 14.2GB/s on Intel Z790
- 14.7GB/s on AMD X670E
- 2400MT/s Micron B58R

### Performance

Seq. Read	<div></div>	14,000 MB/s
Seq. Write	<div></div>	12,000 MB/s
Ran. Read	<div></div>	1,500K IOPS
Ran. Write	<div></div>	1,600K IOPS



# PS5027-E27T Gen4 DRAMless for Client



## PS5027-E27T SSD

The E27T delivers on the promise of low-power PCIe Gen4 performance in mobile devices for gaming and general PC computing. Put the power of 7,000 MB/s in your notebook.

On display **enabling both Micron B58R 2400MT/s and Kioxia BiCS6 2400MT/s NAND** in desktop and notebook systems.

### Specification

- Interface : PCIe 4.0 x 4
- Protocol : NVMe 2.0
- Capacity : Up to 8TB
- Form Factor : M.2 2280
- HMB : Supported

### Features

- 3600MT/s enablement
- TSMC 12nm
- 4 Channels, 16 CE
- 3d TLC, QLC NAND Flash
- DRAMless Design
- TCG OPAL 2.01
- 8mm x 12.5mm

### Performance

Seq. Read		7,400 MB/s
Seq. Write		6,700 MB/s
Ran. Read		1,200K IOPS
Ran. Write		1,200K IOPS

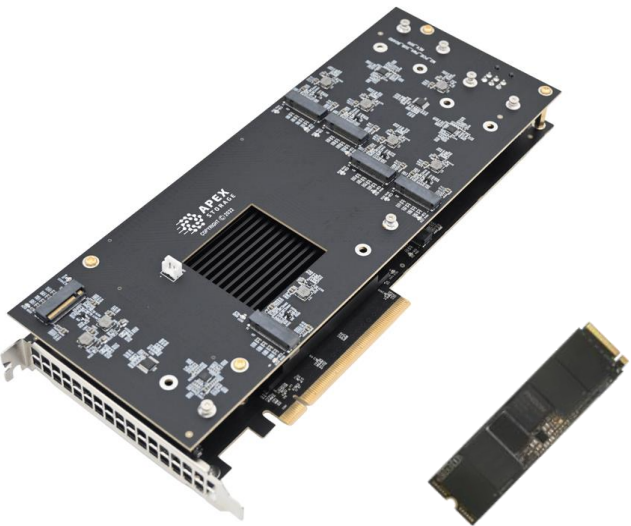


# PS5018-E18 pSLC High Endurance Champion

## PS5018-E18 pSLC SSD

Take your 100% write workload to another level with exceptional performance and up to 43 drive writes per day (DWPD).

On display with the **Apex Systems X21** add-in card that enables 21 M.2 2280 SSDs in a single PCIe Gen4 x16 slot **delivering over 30GB/s sequential read throughput and over 21M random read IOPS.**



### Specification

- **Interface : PCIe 4.0 x 4**
- **Protocol : NVMe 1.4**
- **Capacity : Up to 2560 GB**
- **Form Factor : M.2 2280 SS/DS**

### Features

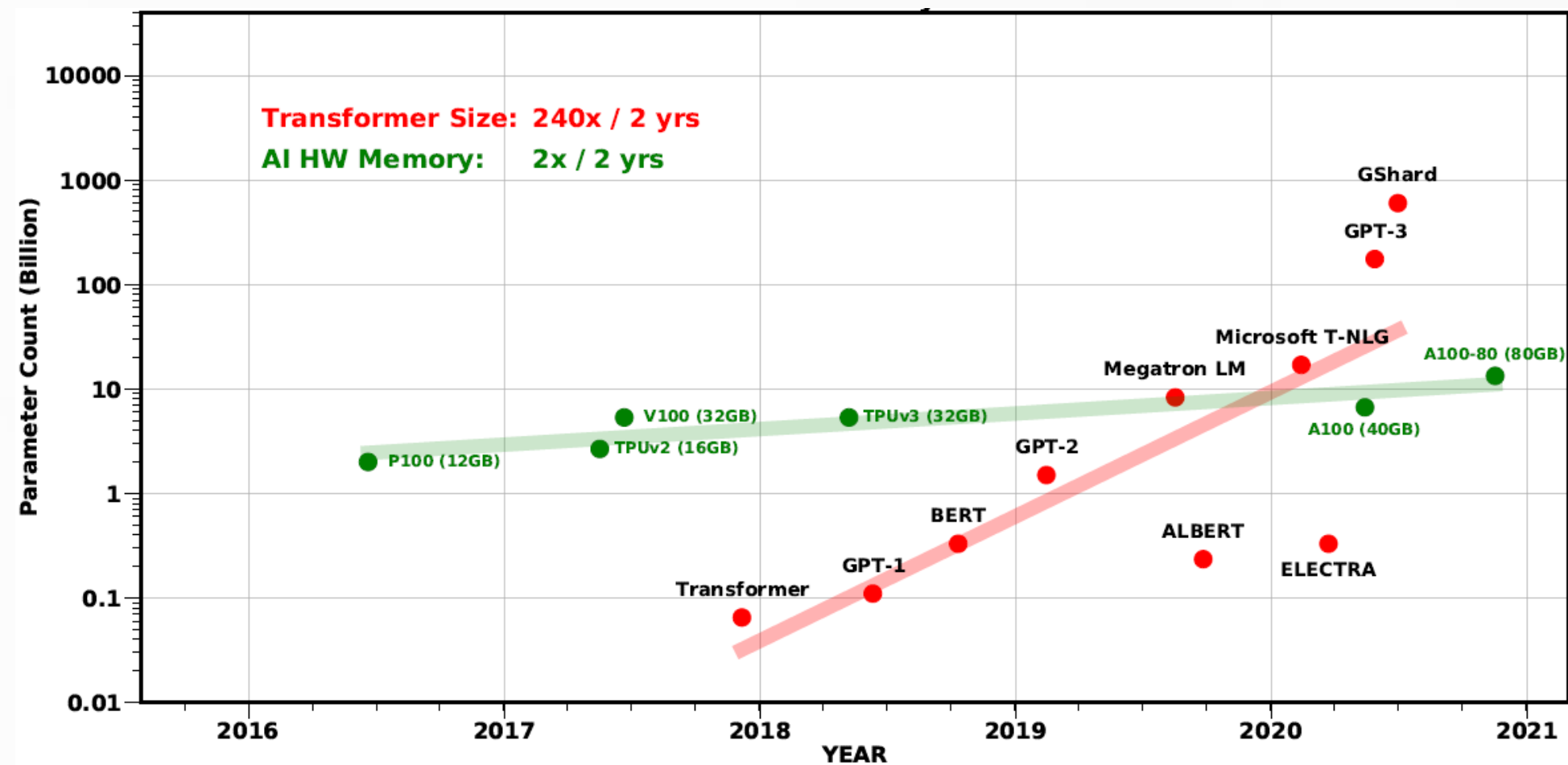
- **Proven Controller / Design**
- **pSLC Performance**
- **Ultra-low latency**
- **End-to-End Data Path Protection**
- **SmartECC**
- **BiCS5**

### Performance

Seq. Read	<div></div>	7,200 MB/s
Seq. Write	<div></div>	6,500 MB/s
Ran. Read	<div></div>	1,000K IOPS
Ran. Write	<div></div>	1,000K IOPS



# Rapid Growth of AI Model Parameters



- More computation and memory are required as model parameters increase significantly
- **GPU memory size cannot scale** with AI model, especially for the Large Language Model (LLM)
- **High DRAM costs** limit memory capacity expansion
- The limited DRAM capacity becomes the **bottleneck** of AI model size

Resource : AI and Memory Wall, <https://medium.com/riselab/ai-and-memory-wall-2cb4265cb0b8>



# Phison 'aiDAPTIV+' service solution expands NAND storage in the AI application market

## Current AI Computing Architecture

Millions of GPU Cards

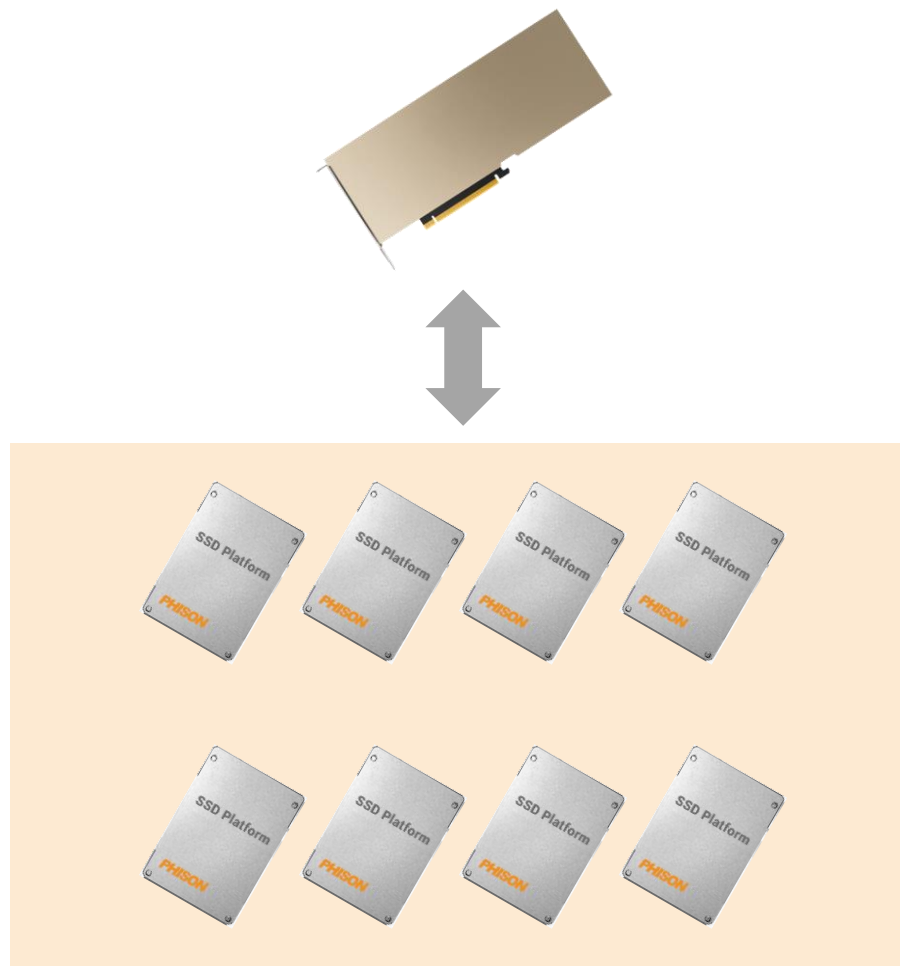
Large AI Model



## Phison's aiDAPTIV+ AI Computing Architecture

Few GPU Cards + SSDs

Large AI Model



- Minimize the numbers of GPU cards and save cost significantly
- Suitable for small/medium organizations

**Adequate Performance  
With Lower Cost**



# The current market segmentation of AI computing architectures

## Large Cloud Service Providers

- Super fast performance
- Millions of users
- Open for worldwide
- More budget



## Phison Focus

### Small/Medium Organizations

- Moderate performance
- Hundreds of users
- Private use
- Customization required
- Less budget

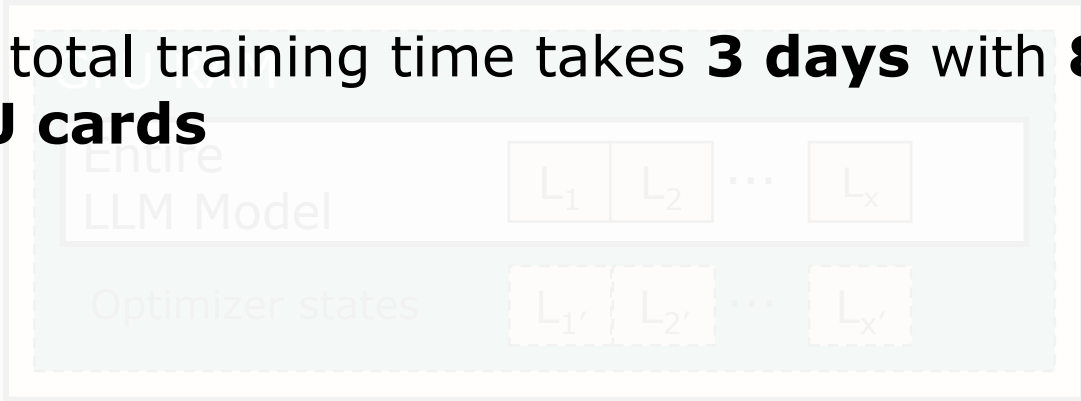




# LLM Training Benchmark

## Current Architecture

- **8 GPUs** are required to run the specified model size under the given testing conditions
- **Fewer than 8 GPUs** cannot handle model training due to **insufficient memory size**
- The total training time takes **3 days** with **8 GPU cards**

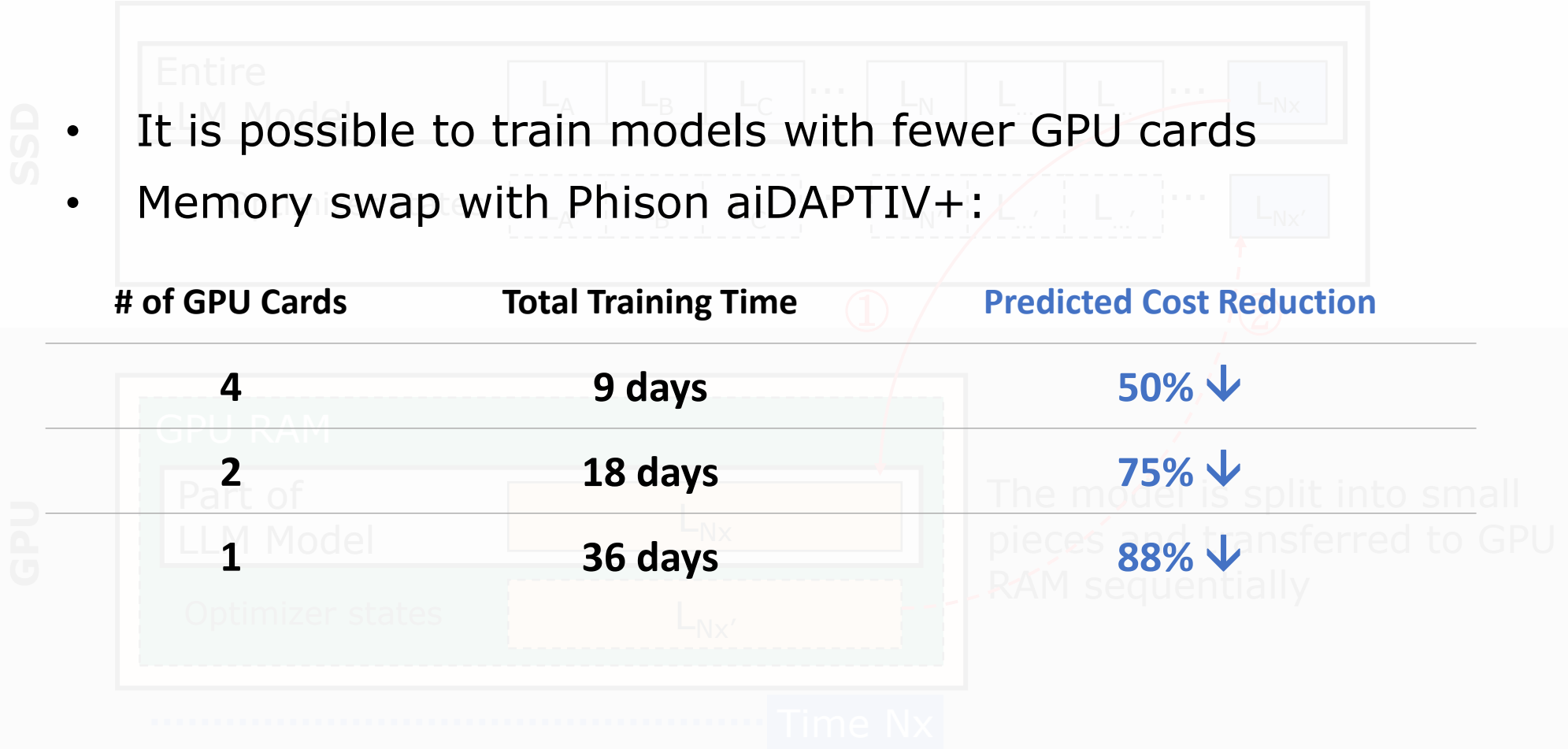


Entire model is stored in GPU RAM

**Testing Condition:**

- Vicuna-13B F16, Batch 32, Sequence 1024
- AMD RX7900XTX(24GB) / Nvidia 4090(24GB)

## Phison aiDAPTIV+





# Thank You!



Flash Memory Summit

**PHISON**