CES 2025: Phison Unveils Lightning-Fast Gen5 Storage, Expanding Suite of High-Performance Solutions

LAS VEGAS, NV - January 7, 2025 - Phison Electronics (8299TT), a leading innovator in NAND Flash technologies, today announced a product showcase of its latest advancements in storage innovation at the Consumer Electronics Show (CES) 2025. Leading the display is the new PS5028-E28 PCIe Gen5 SSD controller, built on TSMC's advanced 6nm process node to enable a market-first sequential speed combination of 14.5GB/s read/write, alongside the highly efficient PS5031-E31T SSD controller qualified with KIOXIA BiCS8 NAND and MP and now also qualified with Micron Technology's new G9 NAND.

E28
The Ultimate
Gen5 SSD

Sequential Performance
Read: Up to 14.5GB/s | Write: Up to 14.5GB/s
Random Performance
Read: Up to 3,000K IOPS | Write: Up to 3,000K IOPS
Power
8.5W Avg.

PHISON

PS5028-E28

CES 2025: Phison Unveils Lightning-Fast Gen5 Storage, Expanding Suite of High-Performance Solutions

Phison's cutting-edge solutions are engineered to address critical storage challenges such as durability, capacity, and sustainability while meeting modern demand for speed, reliability, and efficiency. The lineup on display demonstrates Phison's commitment to providing high-performance solutions tailored for diverse markets, from consumer electronics to enterprise storage.

Key Highlights at CES 2025 include:

- **PS5028-E28 PCIe Gen5 SSD Controller**

  Phison's flagship PCIe Gen5 controller offers exceptional performance and energy efficiency. Built on TSMC's 6nm process, the E28 achieves groundbreaking sequential read and write speeds of up to 14.5GB/s, making it the ideal flagship-class storage solution.

- **PS5031-E31T PCIe Gen5 SSD Controller**

  Designed for the mainstream market, the E31T is the world's first DRAM-less PCIe Gen5 SSD

controller to deliver over 10GB/s performance. This cost-effective solution brings premium-level performance to cost-conscious consumers.

- **Pascari D205V Enterprise SSD**
  The world's highest-capacity PCIe Gen5 enterprise SSD boasts 122.88TB of storage. With sequential read speeds of up to 14,600 MB/s and write speeds of 3,200 MB/s, the Pascari D205V redefines scalability and efficiency for data center applications.

- **PS2251-21 U21 USB4 SoC**
  As the world's first native USB4 SoC, the U21 delivers speeds of up to 4GB/s sequential read and write, offering a low-power, high-performance solution for portable devices in compact form factors.

"Emerging use cases in gaming, content creation and AI training are driving notebooks to handle unprecedented, data-heavy workloads," said Michael Wu, GM and President, Phison US. "Phison continues to lead the market with groundbreaking innovations and industry firsts, exemplified by today's controller announcement and our comprehensive client solutions portfolio tailored to our ecosystem partners. We are steadfast in refining our technology to meet growing demands and breaking through the barriers of performance and efficiency."

Of note, the Phison E31T controller is making its debut in the Crucial P510 SSD, a brand-new consumer SSD Micron is announcing at CES this week. The Crucial P510 makes powerfully fast Gen5 performance up to 11,000/9,500 megabytes (MB) per second available to the masses while lowering energy consumption — ideal for students, gamers and creatives who need top-tier performance to boost everything from workflows to gaming.

"We're excited to strengthen our partnership with Phison to deliver the next generation of high-performance storage solutions," said Jonathan Weech, senior director of product marketing and management for Micron's Commercial Products Group. "By pairing Phison's advanced controller technology with Micron's G9 NAND flash, we've engineered the Crucial P510 SSD to meet the needs of today's technologically discerning users. With improved power efficiency for extended notebook battery life and razor-sharp load times, this drive offers a distinct advantage for creators and gamers alike."

To learn more, reach out to events_usa@phison.com to book a meeting with Phison at the Bellagio Suite between January 7-10, 2025.

[PHISON IR Distribution List Application Form]

If you would like to receive PHISON press release or announcement, please register our IR distribution application form from the link: Phison IR Distribution List

[PHISON's Quick Facts]

- Over 23 years experiences in NAND controller IC design and module integration.

- Over 4,000 employees globally, and more than 70% are engineers

- Nearly 2,000 memory-related patents globally.

- Target long-term revenue of NT$100 billion through the 5+5 growth strategy

- The global market share of SSD controller exceeds 20%

- The global market share of automotive-grade controller exceeds 40%

- Phison, along with NAND makers such as KIOXIA, Micron, Western Digital, Samsung, SK Hynix, and others, are long-term partners.

- Over 70% of Phison's revenue contribution comes from "non-consumer" NAND storage applications, including servers, automotive systems, embedded systems, industrial applications, gaming consoles, and generative AI, allowing Phison to maintain relatively stable revenue and profitability despite fluctuations in the NAND industry.

- Phison's mastery of the entire NAND industry ecosystem, including its relationships with upstream NAND makers, supply chain partners for NAND controllers and storage modules, and downstream NAND storage application customers, represents invaluable and irreplaceable value that Phison brings to its global clients and partners. It is also a key advantage that enables Phison to stand firm in the NAND industry.

[About PHISON]

Phison Electronics Corp. (TPEX:8299) is a global leader in NAND Flash controller IC and storage solutions. We provide a variety of services from controller design, system integration, IP licensing to total turnkey solutions, covering applications across SSD (PCIe/SATA/PATA), eMMC, UFS, SD and USB interfaces, reaching out to consumer, industrial and enterprise markets. As an active member of industry associations, Phison is on the Board of Directors for SDA, ONFI, UFSA and a contributor for JEDEC, PCI-SIG, MIPI, NVMe and IEEE-SA.

To know more about Phison, please visit Phison Website or Phison Q&A for details.

PHISON Spokesperson
Antonio Yu
TEL: 037-586-896 #10019
Mobile: 0979-105-026
Email: antonioyu@phison.com

PHISON Deputy Spokesperson
Kuo-Ting Lu
TEL: 037-586-896 #26022
Mobile: 0979-075-330
Email: kuoting_lu@phison.com

[Forward-looking Statements]

Information included in this press release that are not historical in nature are "forward-looking statements". Phison cautions readers that forward-looking statements are based on Phison's reasonable knowledge and current expectations, and are subject to various risks and uncertainties. Actual results may differ materially from those contained in such forward-looking statements for a variety of reasons including without limitation, risks associated with demand and supply change, manufacturing and supply capacity, design-win, time to market, market competition, industrial cyclicality, customer's financial condition, exchange rate fluctuation, legal actions, amendments of the laws and regulations, global economy change, natural disasters, and other unexpected events which may disrupt Phison's business and operations. Accordingly, readers should not place reliance on any forward-looking statements. Except as required by law, Phison undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise.