

Phison's World's First 6nm AI Computing SSD Solution Wins COMPUTEX 2025 Best Choice Golden Award

Phison Electronics (8299TT), a leading provider of NAND controllers and NAND storage solutions, has been honored with the Best Choice Golden Award, the highest distinction at COMPUTEX 2025, for its groundbreaking innovation: [the E28, the world's first 6nm AI-Computing-Capable SSD Controller and Module.](#) The award highlights Phison's exceptional technological advancement and its growing influence on the global storage and AI industries.



The Best Choice Award is the official and only award of COMPUTEX, selected by a jury of experts from academia, industry, and government. The Golden Award is the highest distinction, recognizing products that demonstrate exceptional innovation, market potential, and industry impact. Phison's win affirms its global leadership in both storage and AI infrastructure innovation.

As large language models (LLMs) continue to scale, the demand for GPU and high-bandwidth memory (HBM) has surged, creating a hardware bottleneck for edge AI development. Anticipating this challenge, Phison launched aiDAPTIV+ in 2024, introducing the patented aiDAPTIVLink architecture. This solution segments training data across a tiered caching system, using the aiDAPTIVCache AI-Series to allow Large Language Models to fine-tune train using existing hardware resources—breaking through conventional memory computing limitations.

Building on that success, Phison unveiled aiDAPTIV+ 2.0 in 2025, fully integrated with [the award-winning E28 AI computational SSD](#). This solution transforms traditional SSDs from passive storage devices into computational storage modules, significantly accelerating overall system performance for AI workloads.

In real-world AI training scenarios, the results are striking. A workstation equipped with four NVIDIA RTX Ada-generation GPUs training the Llama 70B perimeter models achieved 519 tokens per second using aiDAPTIV+ 1.0. After upgrading to aiDAPTIV+ 2.0 with the E28 SSD, performance surged to 971 tokens per second—the performance improvement is comparable to 187% of that of aiDAPTIV+ 1.0, showcasing Phison’s continued innovation in computational efficiency.

Internal benchmarks also reveal the Phison E28 solution can reduce AI model fine-tuning costs by up to 90%, offering a highly cost-effective and scalable solution for edge AI and enterprise AI deployment. With its strong performance-to-cost ratio, the E28 expands deployment flexibility and use case diversity across the global AI ecosystem.

K.S. Pua, CEO of Phison Electronics, stated: “We are honored to receive the Best Choice Golden Award. This recognition affirms Phison’s long-standing commitment to innovation in NAND controller and storage integration. The E28 is the world’s first SSD solution with native AI computational capabilities—redefining the boundary between storage and AI compute. This achievement marks a major step forward in making AI more accessible beyond data centers, toward true AI democratization.” Pua added that Phison will continue advancing the convergence of AI and NAND storage technologies. With its leading position in the global NAND controller market, Phison is poised to drive the next generation of AI hardware infrastructure and play a pivotal role in the era of AI computing.

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[PHISON's Quick Facts]

- Over 25 years experiences in NAND controller IC design and module integration.
- Over 4,000 employees globally, and more than 70% are engineers
- More than 2,000 NAND-related patents globally.
- Target long-term revenue of NT\$100 billion through the 5+5 growth strategy
- The global market share of SSD controllers exceeds 20%
- The global market share of automotive-grade controllers 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.

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[Forward-looking Statements]

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