

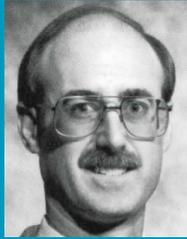
*The Story of An Innovative
Flash Memory Startup
that Changed the World*

Aryeh Mergi Interviewed by Brian Berg



FMS Lifetime Achievement Award: *Outstanding Leadership*

- Creation and/or promotion of an important flash technology, or a technology to supersede flash
- Leadership of a major flash company or business effort
- Bringing flash technology to a new and important application



2011



2012



2013



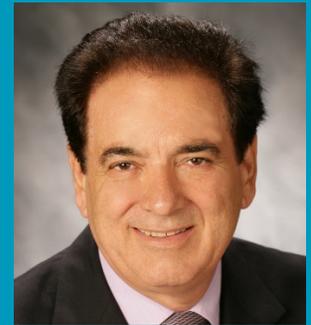
2014



2015

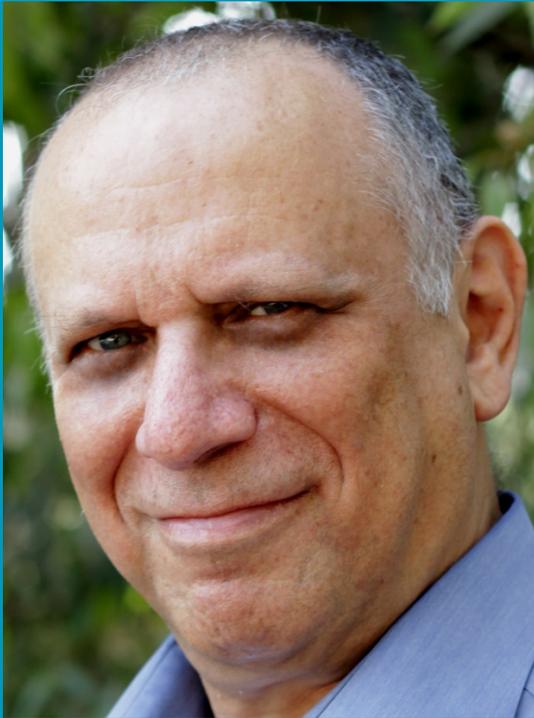


2016



2017

Dov Moran



Aryeh Mergi

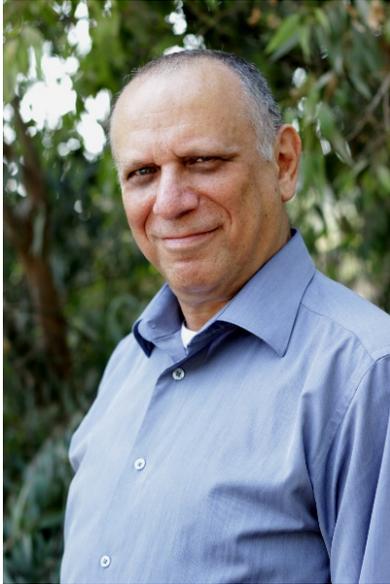






for innovations
including
embedded flash for
cell phones
flash file systems
USB flash drive

Santa Clara, CA
August 2017



M-Systems
was created
with a Dream



m
systems



1989: Tape Replacement (CR-502)

- Use in Submarines

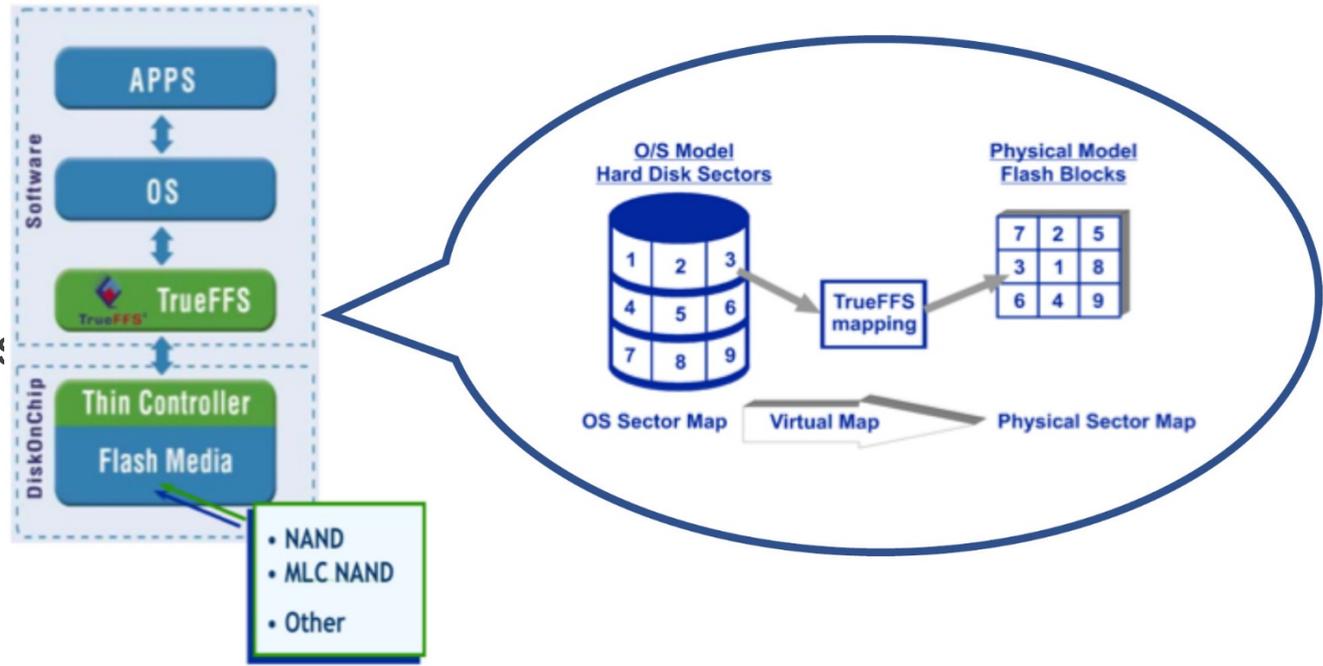
1990: SCSI Flash Disk

- Flight tests



1991-1994: TrueFFS

- FFS II: Fighting against Microsoft/Intel
- SCM
- The battle at the PCMCIA committee
- PCMCIA Cards



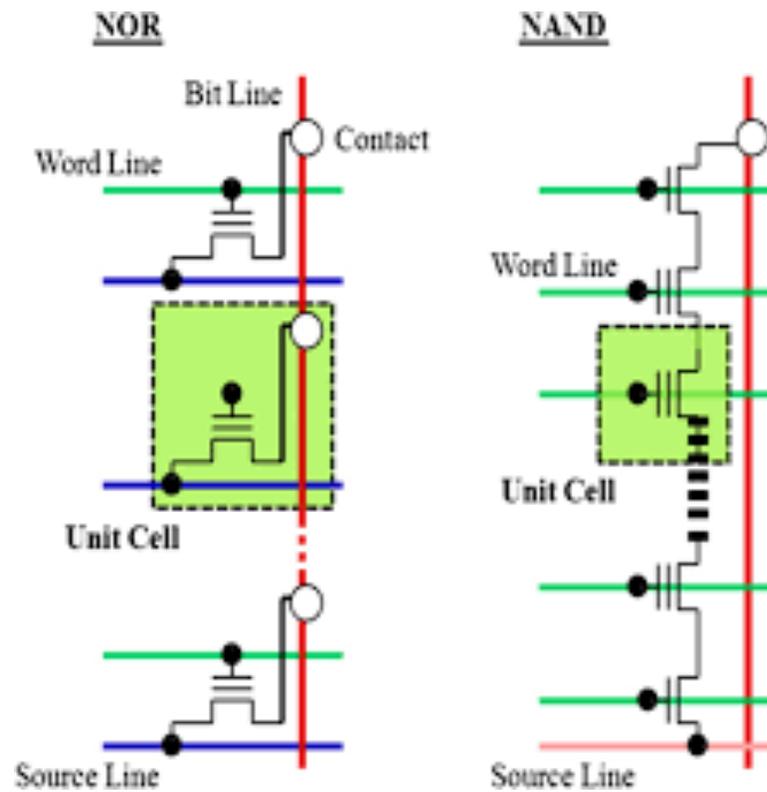


1993-2000s: DiskOnChip

- BIOS replacement
- PC/FD



1994: Switch from NOR to NAND



1998-2004: DiskOnKey (became the USB Flash Drive) | 13

1998: Idea for the device

1999: Patent filed

2000: Joint announcement with IBM at COMDEX

2004: U3 joint venture with SanDisk



DiskOnChip in Mobile Phones

- 2000: began effort to get DOC into Cell Phones
 - 1st major customer: Nokia (2002)
 - And here comes all the others – Ericson, Motorola, Samsung, LG, HTC, Sony...

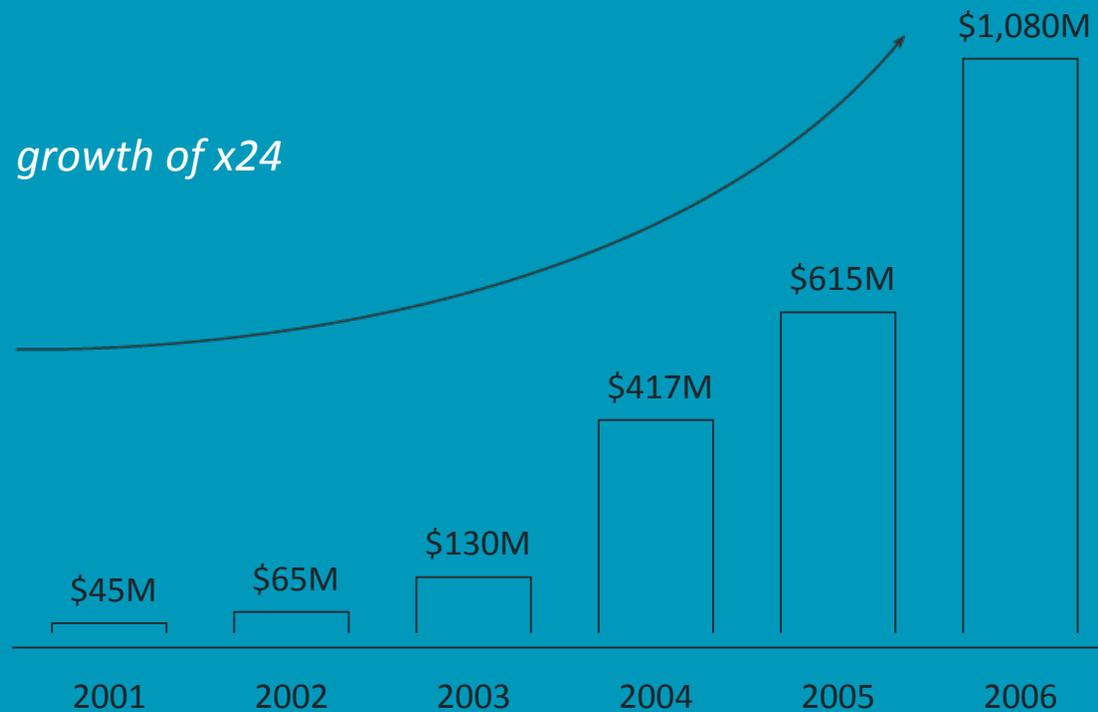


2006: The acquisition by SanDisk

- The 4 Divisions of M-Systems:
 - USB Flash Drives
 - Mobile (MDOC/embedded flash)
 - SSD
 - Security and SIM cards
- And... X4
- SanDisk vs. M-Systems
 - SanDisk: Sand => Silicon Chips
 - M-Systems: Systems, i.e.. PC, Smart phones



OVER \$1B REVENUES IN 2006



2008: Co-founded Xtremio

- All Flash Array
- Acquired by EMC in 2012
- Now Dell EMC Xtremio



2017: Pliops

