AMD introduces high-performance flash memory device with advanced security features for wireless market

-Multiple layers of security designed to protect users, frustrate would-be signal thieves, prevent fraudulent call billing-

AMD has introduced the Am29PDL640G, a 64 Mbit page-mode Flash memory device with sophisticated security features, to frustrate would-be hackers and signal thieves with multiple security modes including 64-bit password protection. Designed for wireless applications such as mobile phones and other applications including television set-top boxes, the Flash memory device delivers a superior combination of high-performance, long battery life, and sophisticated security."This product provides a fortress on a circuit board, helping protect the integrity of the wireless telephone or television network," said Ian Williams, vice president of customer operations for AMD's Memory Group. "Customers can count on multiple layers of protection designed to prevent would-be signal thieves from fraudulently billing calls to other users' accounts or pirating television programming." Unlike competing wireless Flash memory products, the Am29PDL640G device can improve network security and the user experience while also lengthening battery life. "Mobile consumers - 'connected' consumers - would rather not have to wait. High-throughput page-mode devices like the Am29PDL640G help minimise phone application load times," said Williams. "AMD's Simultaneous Read/Write architecture means the phone can still function while downloading applications, ringers, games, and pictures, so consumers can enjoy rich and responsive interfaces in demanding operating environments, such as 2.5G and 3G phones. Of course, high-performance isn't enough for battery-powered mobile devices. The Am29PDL640G device features a low-power design to help users to talk, e-mail, stay organised, and play longer. Essentially, we take less power from your battery and give more power to you."Features and Packaging For designers who need to quickly deliver rich user interfaces and improve their wireless network's security, AMD's Am29PDL640G is a 3.0-volt page-mode Flash memory device that offers 1.8 V and 3.0 V input and output voltage options, hardware-based simultaneous read/write, and low standby power. This 64 Mbit device includes the following features and specifications:65 ns initial access times and 25 ns page access times provide up to 80 MB/s intra-page read throughput and 66 MB/s sustained sequential read throughput. Eight-word page-mode provides 10% more throughput than competing four-word page-mode Flash and 40% more throughput than competing non-page asynchronous Flash. Four-bank Simultaneous Read/Write architecture provides high-performance flexibility and less-complicated coding. Advanced Sector Protection security provides multiple layers of security to guard against hackers, tuners, viruses, and even erroneous code. 64-bit password protection mode can help ensure that only authorised users change manufacturer-selectable areas of the Flash memory. Persistent sector protection mode combines two additional protection mechanisms to help guard against viruses and erroneous code. The SecSI(tm) sector provides a large 256-byte one-time-programmable region for electronic serial numbers and other critical information. Space-saving FBGA packaging discourages hardware hackers by limiting access to Flash pins while also enabling thinner and smaller products. Enhanced Versatile I/O technology increases design flexibility by enabling separate power supply and I/O voltage levels for the Flash memory device. The Am29PDL640G device uses a 3.0 V power supply and can interface with components that use I/O and control pin voltages from the 1.8 V range to the 3.0 V range. Standby current as low as 1 A lengthens battery life during periods of inactivity. A pin-compatible upgrade path to 128 Mb, .13 m Flash provides migration flexibility. Multi-Chip Package options allow packaging with SRAM and pSRAM. Design targets of one million write/erase cycles, 20 years' data retention at 125 C help customers to design with confidence. PricingThe Am29PDL640G device is priced at $US9.75 each in quantities of 10,000.About AMD Flash Memory DevicesAMD's technology is employed by one of the world's largest producer of Flash memory devices, Fujitsu AMD Semiconductor Ltd. (FASL). AMD Flash memory products encompass a broad spectrum of densities and features to support a wide range of markets. AMD Flash memory customers represent leaders in the automotive, networking, telecommunications, and handheld mobile terminal markets. AMD offers many Flash memory products, such as the innovative MirrorBit(tm) architecture; award-winning simultaneous read-write (SRW) product family; super low voltage 1.8V Flash memory devices; and burst- and page-mode devices. AMD developed the robust Known Good Die (KGD) program and the patented negative gate erase technology, and developed highly reliable Fine-pitch Ball Grid Array packaging.AMD's Flash memory products have received numerous customer service, quality and technology awards. Cisco Systems, Nortel Networks, Samsung, the Bosch Group, and Volkswagen have all awarded AMD their top supplier awards.About AMD AMD is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing facilities in the United States, Europe, Japan, and Asia. AMD, a Fortune 500 and Standard & Poor's 500 company, produces microprocessors, Flash memory devices, and support circuitry for communications and networking applications. Founded in 1969 and based in Sunnyvale, California, AMD had revenues of $US2.7 billion in 2002. (NYSE: AMD). Website: www.amd.com

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