



Does A Thumbdrive and MP3 Player Have A LifeSpan?

Yes,

The majority of thumbdrive and MP3 Player users do not realize the quality of the flash memory chip in their product is this important. There are three quality levels of flash memory chips. Listed below is a chart with the number of lifespan years for each level of chip. FlashPoint ShareDrives, ShareCards, and SharePlayers use the highest quality of flash memory.

<u>Flashdrive Lifespan Calculator</u>			
Enter number of times you write to a Flash Drive in a day **	10	10	10
Quality of Drives*	Low	Medium	High
Total lifespan in no. of writes	10,000	50,000	100,000
Lifespan in Years:	2.73	13.69	27.39
*Assume quality based on price			
**assume that the application is writing enough data to fill the entire disk once a day Source: friedbeef.com			

In the wake of cheaper and larger capacity USB Flash drives and MP3 Players, the person purchasing a flash memory device receive exactly what they pay for in quality. The idea of having a 2.73 year limit in lifespan is not something the manufacturers of low quality flash memory products want to tell there users.

The lifespan decreases the usage. There is a new birth to a whole generation of portable applications that will run directly from thumbdrives and MP3 Players. This means the usage will increase dramatically from the example we show in the chart for lifespan in years. Running applications from a users thumbdrive or MP3 Player is incredibly exciting, but before

a user embraces these applications, it is important to purchase the high quality flash memory chips integrated into products like the FlashPoint ShareDirve and SharePlayer. Flash memory has a lifespan based on how many times it flashes or writes to the disk and FlashPoint provides the highest level of possible writes.

Estimations of maximum amount of disk writes range widely from 10,000 to 100,000 times based on quality level of the drive. To put it into context, if you just backup your data on a regular basis, you're probably quite safe. If you work on documents directly on your thumbdrive, and save your work often (as you should), that usage figures rise fairly rapidly. If your are thumbdrive user using your device daily you will have a lifespan of less than two years with the low quality flash memory chips. What seems to be a bargain price for these low priced thumbdrives and MP3 Players really is a issue most users just are not aware of when they are purchasing based on low prices.

XMULTIPLE USA

1420 Los Angeles Avenue, Suite G • Simi Valley, CA 93065 USA
(805) 579-1100 • (800) 753-9526 • FAX: (805) 579-7800 www.xmultiple.com, www.sharedrives.com

XMULTIPLE ASIA

4F, No.347, Yang-Guang St., Neihu Chiu, Taipei 11475, Taiwan 886-2-2658-2298 Fax: 886-2-2627-8659