Program: SSTi Trade Show Promotion Video

Client: Television Associates for SSTi

VIDEO	*AUDIO*
FADE UP:	FADE IN:

1. "Flash" effect to start fast paced collage of SST products interact with wide end-user products. Possibly add flashes on the beat to emphasize. Show these products to match category as mentioned:
• wireless PDA
• iMac
• video game or CD player
• router or switcher card
	(1) High Impact fast paced music in and establish approx 10 seconds, then under for narrator.
	
	NARRATOR (VO): They're everywhere . . . in wireless devices, . . .
	   internet computing, . . .
	   consumer products, . . .
	   networking equipment . . .

2. Continue montage, animate into frame large SST logo. Flash cut to:	*(2)* . . . flash memory products from SST - Silicon Storage Technology.
3. Montage: SST lab footage, shots of the patents along the wall, product shots, internet enabled cel phones, PDAs, MP3 player, modems.	*(3)* SST is a leading supplier of nonvolatile memory solutions: designing, engineering and marketing robust, high performance memory products for a new generation of internet-driven technologies.
4. Bar charts showing growth (see '99 stockholder report), possibly animate, add second bar chart showing rapid rise in units shipped. Add large text: "200% Increase"	*(4)* SST is the third largest U.S. supplier of flash memories and is one of the industry's fastest growing companies, with a recent two hundred percent increase in units shipped.
5. Graphic build: Start with SST logo, add logos (or large type text) of companies as mentioned. Add photos or stock footage showing manufacturing process, workers in smocks, testing etc.	*(5)* Our manufacturing partners and technology licensees include elite companies of world-class stature. We direct and control every phase of memory manufacture, from fabrication to final quality assurance testing.

6. Montage, more product shots intercut with application shots. Show main stream products and Application specific products. Flash cut:	*(6)* With over sixty flash products in volume production, our product portfolio is among the largest of any memory provider, satisfying both high volume main-stream markets and specialized application-specific products.
7. SuperFlash logo over kinetic background.	*(7)* At the heart of our standard flash memory products is our proprietary SuperFlash technology. SuperFlash is not just another flash technology, but a new generation nonvolatile memory solution.
8. Graphics build, SuperFlash architecture as shown in Product Selection Guide, July 2000. Add text as mentioned: • low voltage • low power • fast read/write • superior reliability	*(8)* SuperFlash's cell architecture, split gate, and thicker tunnel oxide yields enhanced small sector reprogammability. The result is low voltage, low power operation with fast read-write time and superior reliability.

9. Montage or graphics build on over kinetic background. Show MTP, MPF, SSF products as mentioned. Transition to or add sample applications as mentioned.	*(9)* SuperFlash technology is found in our Many-Times Programmable, Multi-Purpose Flash, and Small Sector Flash product lines. These memories are used in a huge array of main-stream consumer, wireless communications, and internet-based products and applications.
10. Montage or graphics build on over kinetic background. Show Serial Flash, Firmware Hub, ComboMemory, Concurrent SuperFlash, and Flashbank products as mentioned. Transition to or add sample applications as mentioned.	*(10)* Our application specific memory product lines include the Serial Flash 45 series, Firmware Hub 49 series, ComboMemory 31, 32, and 34 series, Concurrent SuperFlash 36 Series, and FlashBank 38 Series. These products are ideal for custom-designed architectures and specific use products that must be feature rich, highly reliable, and high performing.
11. Continue montage or graphics build. Show CompactFlash Cards, ATA disk chips. Transition to or add sample applications as mentioned.	*(11)* SST addresses the mass storage market with our high performance ATA controller technology for CompactFlash Cards 48 series and ATA disk chip 58 series. With removable memories and portable mass storage now standard on many digital products, the demand for these memory products is sure to rise rapidly.

12. Continue montage or graphics build. FlashFlex 51 microcontrollers. Transition to or add sample applications as mentioned.	*(12)* Our FlashFlex 51 microcontrollers feature the improved memory performance needed by modern computer peripherals, CD players and disk drives, and other electro-mechanical products.
13. Montage: cutting edge products: internet enabled cel phones, latest PCs, bluetooth products, cut to SST R& D footage. Add bullet text as mentioned: • Reliability • Simplicity • Scalability • Versatility • Affordability	*(13)* And as the world changes at Internet-speeds, SST is there with new generations of memory products built upon the reliability, simplicity, scalability, versatility, and affordability of our current product lines.

14. Recap Montage. Show some manufacturing scenes. Animate into frame large SST logo. FLASH CUT AND FADE OUT.	*(14)* An industry leader, a technology innovator, a world class company for the world of the 21st century, . . . SST, the flash memory solutions provider. Music pays off and fades out