

TrustedFlash Platform and Secured Application Use Cases

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The SanDisk logo is displayed in white text on a red background. The word "SanDisk" is written in a bold, sans-serif font, with the "S" and "D" being significantly larger than the other letters. The logo is positioned in the bottom left corner of the slide, which features a red wavy shape at the bottom.

Changes In the Storage Device Perspective

- **From:** Protection Provided **to the Device** by the environment
- **To:** Protection Provided **by the Device** for the Data



The Problem: Content Security and Portability



What IS TrustedFlash™ ?

The TrustedFlash™ platform is a **secure solution and ecosystem** for flash memory cards that provides both **portability** and scalable **protection** for digital content and applications. At the same time, it offers users the freedom **to easily move and access their protected content among authorized devices**

TrustedFlash™ Usage Models and Benefits

- 1 Preloaded Content and Service Discovery
- 2 Secure Download and Sharing
- 3 PC Convergence and Side Load
- 4 Mobile TV

Mobile Content Business Models



Preload

Download

Sideload

TrustedFlash supports all of these business models- and more!

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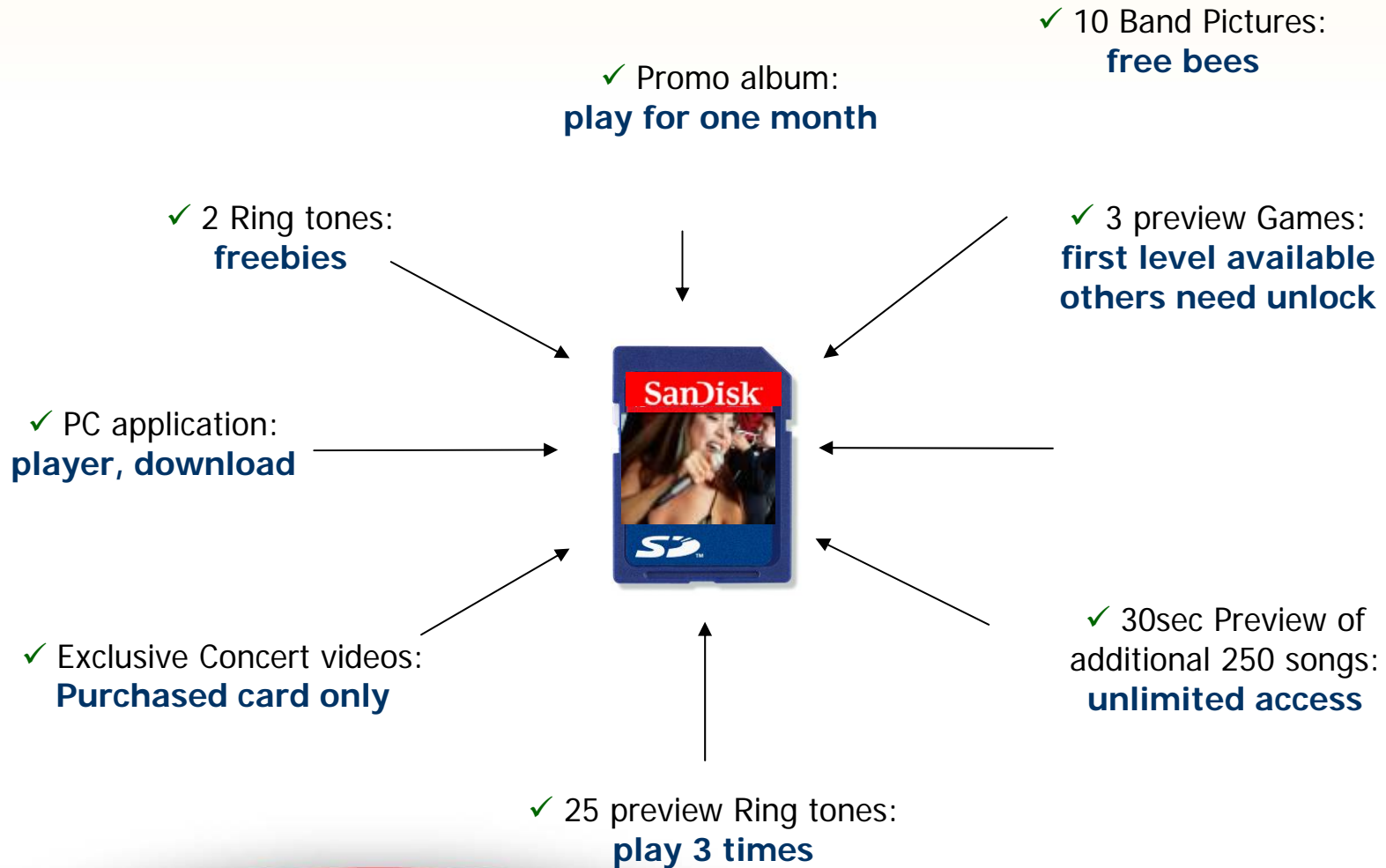
Preloaded Content and Service Discovery

- **Optimize device promotion**
 - Bundle devices with cards preloaded with attractive content and services
- **Boost usage of your online services**
 - Use TrustedFlash *Service Discovery* mechanisms to redirect your customers to your online services
 - Provide more memory capacity to your customers
- **Develop new business opportunities**
 - Sell preloaded cards in shops

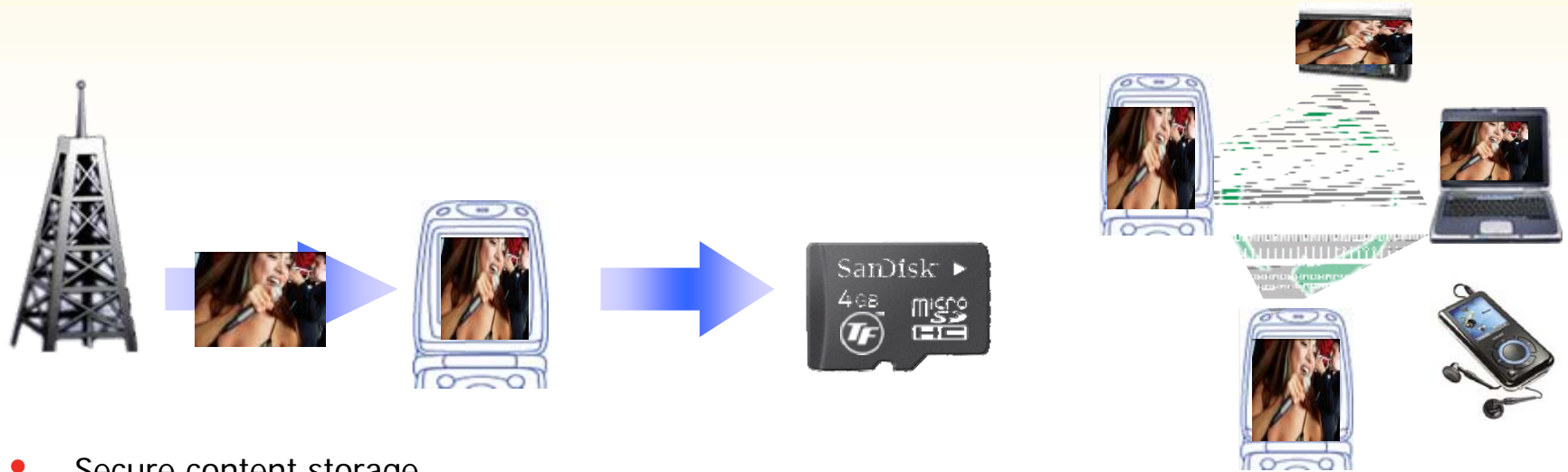


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Service Discovery Card Example



Secure Download & Sharing



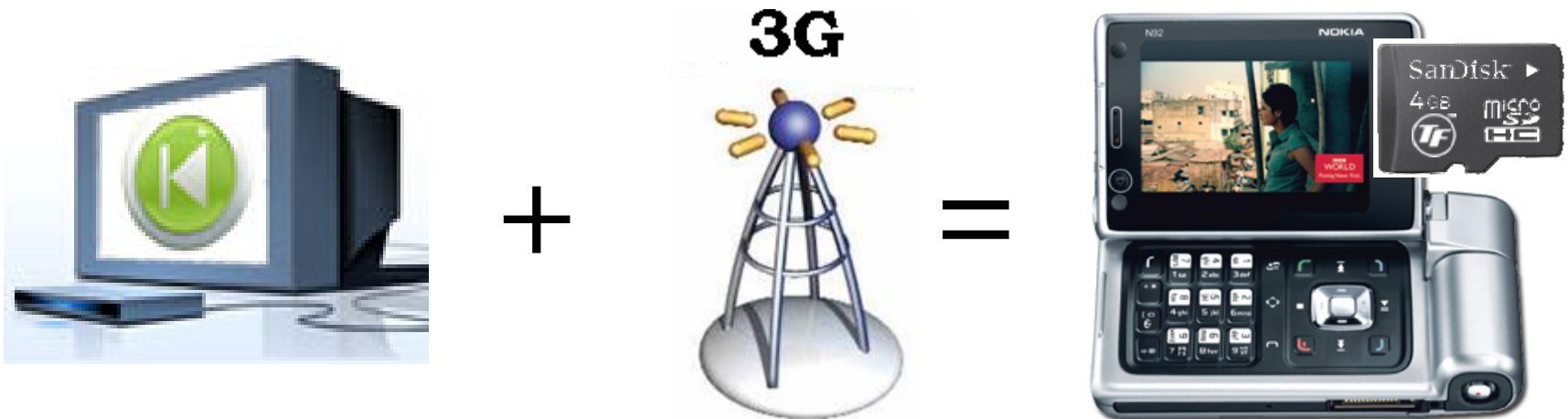
- Secure content storage
 - Content is encrypted, licenses are stored in secure memory
- Mobile to mobile portability
- Multiple DRM models support
- Purchase and Subscription models support
- Portability to non connected device (mp3 players)

PC Convergence & Side Load



Mobile TV

- Mobile TV requires a secure element for broadcasting key generation, and storage for recording and time shifting
- Trusted Flash enabled card can generate the secret key and securely store recorded streams



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