



**Why spin-transfer
MRAM will soon make
major market impact**



True Facts

GMR
1980s
TMR

MTJ 

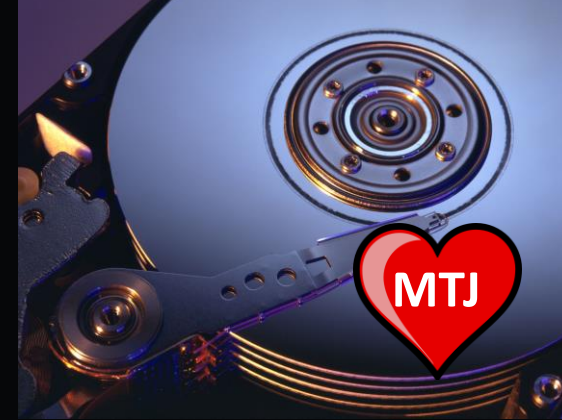


**Albert Fert
Peter Gruenberg**

2007 Nobel Prize



Disk Drives



500M+ units/yr.

=> Terabit Densities <=



Low Density Applications



RAID



**Random
Access**

MRAM

Promise

Non-volatile

High Speed

Kept

Infinite

Endurance



Spin Transfer

A new way to 'magnetize'