

*Flash Memory*

IT'S  HOT

*[What else would you expect from STMicroelectronics]*



*Making everyday electronics do what you want is child's play thanks to the flexibility introduced by Flash memories like those designed and shipped in their millions by STMicroelectronics. TVs, digital cameras, palm tops, mobile phones, video games, DVDs, multimedia systems and many more too numerous to list, all use Flash memory to store set up information, capture data in real-time or change system configuration on the fly.*

*ST's latest generation of Flash memories combine advanced system architecture with exceptional technological features to surpass the most demanding standards. Drawing on years of experience designing dedicated microchips for some of the world's leading manufacturers, ST has created a range of Flash memories to meet most application needs. To get more information on the memory that's helping make everyday electronics more user-friendly, go to [www.st.com/flash](http://www.st.com/flash).*

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