



Microsoft and Intel to Present the Latest Flash Memory Technologies for Improved PC Performance at Flash Memory Summit 2006

Industry leaders believe flash memory is the key to higher speed and lower power consumption in next-generation PCs

July 17, 2006, San Diego, Calif. – Advances in flash memory technology for PCs from Microsoft and Intel will be featured at the first annual Flash Memory Summit, to be held August 8-10, 2006 at the San Jose Wyndham Hotel. At the 8:30 a.m. opening session on Wednesday, August 9, Microsoft Program Manager Matt Ayers will present “Using Flash Memory to Improve Performance in Windows Vista.” Intel Fellow Knut Grimsrud will then present “Flash Changes Computing, Computing Changes Flash.” Demonstrations of Microsoft’s flash-based ReadyBoost™ and ReadyDrive™ technologies and Intel’s flash-based Robson technology will occur in the Exhibit Hall.

Matt Ayers is a program manager in the Microsoft Windows Client Performance Group. His group is currently working on flash-based technologies, such as ReadyBoost™ and ReadyDrive™ that are designed to improve Windows Vista performance and responsiveness. Knut S. Grimsrud is an Intel Fellow and Technology and Manufacturing Group Director for Storage Architecture at Intel Corporation. His group is responsible for mainstream and consumer storage interface definition and enabling. Among other projects, Grimsrud and his team are currently researching new applications of flash in Intel platforms.

“Flash memory can boost PC speeds without increasing clock frequencies and power consumption,” said Dr. Lance Leventhal, Flash Memory Summit Program Chairperson. “Intel’s Robson nonvolatile cache technology and Microsoft’s ReadyBoost and ReadyDrive technologies take advantage of flash memory to reduce startup times, increase operating speeds, and lower power consumption in the next generation of personal computers.”

Microsoft, Intel, and other industry leaders believe that flash memory is the key to the next generation of PCs. Robson flash technology will provide faster startup, quicker access to data and programs, and reduced power consumption. Robson offers a speed boost that cannot be matched by raising clock frequencies without running into power dissipation limitations. And while multicore processors are good for applications like graphics rendering, they do not really help with typical user tasks like powering up or accessing programs.

A laptop with Robson flash technology will power up almost immediately, compared to several seconds for an identical laptop without Robson. And a Robson laptop will open Adobe Reader in less than 0.5 seconds, compared to over 5 seconds for a non-Robson laptop.

The Summit demonstrations will include Windows ReadyBoost, which helps make PCs more responsive by using flash memory devices like USB thumb drives to boost performance. Also

featured will be Windows ReadyDrive, which takes advantage of new hybrid hard disks—hard disks with integrated flash memory—to help improve battery life, performance, and reliability.

Produced by Conference Concepts, Inc., the Flash Memory Summit is designed to be the most comprehensive, dedicated forum for attendees to gain the latest practical information on current flash memory technology and applications. Flash Memory is a rewritable, nonvolatile memory that can replace hard drives in many applications, offering smaller size, greater ruggedness, and lower power consumption. Flash is ideal not only for devices such as cellphones, digital cameras, and music players, but is also increasingly being used in computers, communications systems, and military/defense devices. To register for the Flash Memory Summit 2006, visit www.flashmemorysummit.com.

About Conference ConCepts, Inc.

Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company's employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged "turnkey" event. For more information about Conference ConCepts, visit: <http://www.confconcepts.com>.

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