



**FOR IMMEDIATE RELEASE**

**INDUSTRY LUMINARIES TO DELIVER KEYNOTE PRESENTATIONS AT FLASH  
MEMORY SUMMIT 2008**

**Top Thinkers and Doers from SanDisk, Dell, Intel, Numonyx, Samsung, Micron,  
and Spansion to Convene at the Only Conference Dedicated Entirely To Flash  
Memory and Its Applications**

**SAN DIEGO, CA, August 6, 2008** – The Flash Memory Summit 2008  
to be held August 12-14 at the Santa Clara Marriott in Santa

Clara, California, will feature keynote addresses from seven industry luminaries. Experts from SanDisk, Dell, Intel, Numonyx, Samsung, Micron, and Spansion will describe the initiatives, requirements and technology that will shape the future of flash memory in consumer, computer and enterprise markets.

“The breadth and caliber of our keynote speakers truly establishes the Flash Memory Summit as the premier forum for gaining knowledge and insight,” said Tom Coughlin, president of Coughlin Associates and Flash Memory Summit Chairperson. “Flash memory is being incorporated into every sort of product imaginable from consumer electronics to enterprise hardware, and its ultimate limits are yet to be fathomed. This year’s Summit is a must-attend for anybody involved or interested in this exciting and rapidly expanding technology.”

Keynoters will explore the uses, challenges, and future of flash memory as it continues to proliferate.

Keynote details are the following:

***A Closer Look at NAND Flash.*** Dean Klein, Vice President of Memory System Development, Micron. Tuesday, August 12, 11:15 AM-Noon

Several questions, myths, and unnerving truths have been plaguing the NAND flash industry recently. In his keynote presentation, Dean Klein, Micron’s Vice President of Memory System Development, will debunk many misconceptions about the industry and the technology. Key subjects addressed during his presentation will include: SSDs, the next frontier for NAND; how to achieve the lowest cost per bit at the best performance levels; standardizing NAND; and the future of NAND flash memory – what happens next? It’s an exciting time for NAND flash and one that industry participants should face with positive attitudes and new perspectives.

***Flash in PC and Enterprise Computing.*** Paul Prince, CTO – Enterprise Systems, Office of the CTO, Dell. Tuesday, August 12, 1:00-1:30 PM.

In the past year, there has been great progress in the use of flash-based storage in notebook and desktop computers. Dell has taken a leadership position in this area because of the

tremendous advantages for PCs in terms of reliability, durability, noise reduction, system responsiveness and performance, and weight. The SSD market has changed rapidly with faster-than-expected adoption of MLC in PCs, lower capacity/cost devices for emerging markets, and better-than-expected performance in notebooks. As we move toward broad adoption of SSDs, we expect to see more benefits for the enterprise market through embedded intelligence, higher random I/O performance, and lower power consumption. In this session, Paul Prince, Dell's CTO for Enterprise Systems, highlights the potential for flash based storage in datacenter deployments and identifies key design challenges and opportunities for SSD vendors.

***Breaking Barriers – Flash to Enable Next Generation Search Engines.*** Bertrand Cambou, President and Chief Executive Officer, Spansion. Wednesday, August 13, 11-11:30 AM.

Flash memory is the technology driver in the memory industry, migrating to aggressive process nodes, small die sizes, high densities and low cost per bit. These leading edge advances are creating an exciting future, transcending existing memory architectures. A dramatic example is the ability to fundamentally change the dynamics of Internet data centers, search engines and the servers that support them. By using breakthrough technology, Flash memory replaces DRAM for instant search in data centers to achieve substantial energy savings with increased system performance. Fast random access together with the ability to rapidly update large databases is essential to this new field of use. An innovative new architecture built on charge trapping flash technology is the catalyst for this new breakthrough.

***Changing the World – The Flash Memory Revolution.*** Dr. Eli Harari, Chairman and CEO, SanDisk. Wednesday, August 13, 11:30 AM-Noon.

Flash memory has permeated every facet of consumer technology in recent years, disrupting several highly entrenched form factors, including film, floppy disks, cassettes, CDs, and DVDs. Eli Harari will discuss the challenges and opportunities, as well as the demand drivers and technologies, that will impact the industry.

Flash memory has already changed the world by disrupting several highly entrenched technologies, including film, floppy disks, and cassettes, CDs, and DVDs (including eventually Blu-Ray). Our perspective is that there is a supply/demand imbalance in the industry for the short term. However, the situation is self-correcting, and we must focus on the long-term view. Huge markets will drive growth for the foreseeable future. These include consumer electronics (digital cameras, MP3 players, and wireless devices), computers (notebooks, ultra low cost laptops), and mobile phones.

***NAND Flash: The Ubiquitous Storage Medium.*** Jim Elliot, Vice President of Memory Marketing, Samsung. Wednesday, August 13, 2-2:30 PM.

Jim Elliott will discuss why NAND has become one of the most important catalysts for growth within the consumer electronics marketplace. He will spotlight NAND as a design-liberating, storage-expanding and performance-enhancing device that has enabled leading CE markets to maintain a rapid expansion mode. From digital still cameras and MP3 players to personal navigation devices, video cameras and notebook PCs, Mr. Elliott will examine the marriage of opportunism in which NAND flash has been encouraging OEMs to streamline designs, as consumers continue to go mobile in massive numbers. He also will discuss what NAND will do to industrial design over the next few years and why consumers will continue to demonstrate an unquenchable desire for increasing NAND capacities.

***From Silicon to Solutions: Getting to the Right Memory Mix for the Application.*** Ed Doller, CTO, Numonyx. Thursday, August 14, 11-11:30 AM.

The flash memory industry is entering the most challenging period in its history. The days of simply talking about density needs with customers are over. There are more product and

technology options than ever before, as well as new technologies to evaluate as well. So where do you start? Who should you trust? Learn how—by applying application-based solutions—memory vendors can help meet increasingly complex requirements.

***Solid State Drives in Computing: Delivering on the SSD Potential.*** Knut Grimsrud, Intel Fellow/Director, Storage Architecture, Storage Technologies Group, Intel. Thursday, August 14, 11:30 AM-Noon.

Knut will discuss what it takes for SSD technology to deliver on the tremendous potential SSDs have for improving the computing experience. He'll review several performance attributes and characteristics, including examples of current SSD technologies. In addition, he will dispel several recent misperceptions about SSD technology.

For a complete list of Summit highlights or to register online, visit [www.flashmemorysummit.com](http://www.flashmemorysummit.com). Complimentary press/analyst registration is available at the Summit website or by contacting ZNA Communications at (831) 425-1581, [ccc@zna.com](mailto:ccc@zna.com).

### **About the Flash Memory Summit**

Produced by Conference ConCepts, Inc., the Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. It is intended for system designers, analysts, hardware and software engineers, product marketing and marketing communications specialists, and engineering and marketing managers. It features forums, half-day tutorials, paper and panel sessions, and expert tables. Subjects include harsh environments, laptops, enterprise storage system applications, consumer products, performance, product design, caching methods, design methods, software, new technologies, market research, testing and reliability, and security. The Summit also includes exhibits of the latest products, and product awards. For more information, visit [www.flashmemorysummit.com](http://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.conferenceconcepts.com>.

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