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FLASH MEMORY SUMMIT 2009 TO EXPLORE THE NEW STORAGE FRONTIER

**The Only Conference Dedicated Entirely to Flash Memory Will Explore
“Flash: Making Systems Mobile, Rugged, and Fast”**

SAN DIEGO, CA, June 16, 2009 – The fourth annual [Flash Memory Summit](http://www.flashmemorysummit.com) will explore the uses, challenges, and future of flash memory as it defines the new frontier in storage for markets and industries from consumer devices to spacecraft. Online registration is now open for Flash Memory Summit 2009, the only conference dedicated entirely to flash memory and solid-state drive (SSD) applications, at <http://www.flashmemorysummit.com>. Flash Memory Summit takes place August 11-13 at the Santa Clara Convention Center in the heart of the Silicon Valley.

“Flash Memory Summit is dedicated to this popular approach to providing fast, low-cost, rugged storage for consumer devices, computers, communications devices and industrial, military, and defense equipment,” said [Tom Coughlin, President of Coughlin Associates](#) and Chairperson of Flash Memory Summit. “Engineers, marketers, and executives are facing a variety of challenges – what new products can you create, how do you design efficiently, and how do you cope with rapid changes in the market? This power-packed three-day event will cover the latest topics in flash memory, including laptop design, green flash, mobile applications, *new non-volatile memory technologies, and more.”

Flash Memory Summit 2009 is packed with the latest information and recent developments in flash memory. It is a must-attend event for anyone involved or interested in the design, manufacturing, marketing, sales, or use of flash memory. Keynote speakers will include:

- Michael Cornwall, Head of NAND Business Development, Sun Microsystems
- Ed Doller, CTO / Corporate Vice President, Numonyx

- Michael Hajeck, Senior Vice President & General Manager, Solid State Storage Business Unit, Western Digital (WD)
- Eli Harari, Chairman and CEO, SanDisk
- Francois Piednoel, Senior Performance Analyst, Intel
- Jim Elliott, Vice President, Memory Marketing, Samsung Semiconductor
- Brian Shirley, Vice President, Memory, Micron

Summit attendees will learn how to:

- * Develop flash-based products
- * Use solid-state drives (SSDs) in computers and storage systems
- * Use flash in embedded and mobile applications
- * Handle flash and SSD security
- * Recognize new technologies that may replace flash
- * Determine where flash markets are heading

Flash Memory Summit will include industry leaders such as Intel, IBM, SanDisk, Micron, Numonyx, Seagate, Samsung, Spansion, SMART Modular, Xiotech, Datalight, STEC, Lexar, Hitachi, ARM, and many others, as well as startups such as Fusion-IO. Important customers such as Dell, EMC, HP, IBM, NetApp, and Sun will also participate.

Flash Memory Summit forums and tutorials will include:

- * Flash Memory in Embedded Systems
- * Flash Memory Based Architectures
- * Flash in Enterprise Storage Systems
- * Solid State Drives
- * Flash Design Methods
- * Executive Update
- * New Approaches to Nonvolatile Memory Subsystems
- * SSDs in Enterprise Storage

Small group sessions will cover subjects such as embedded applications, flash software, consumer applications, security, computer applications, and standards. Special sessions will address Green Flash, Year in Review, Life Beyond Flash, and Top Ten Things You Need to Know about Flash Memory Today.

Summit participants are invited to submit nominations for the fourth annual Flash Memory Summit Awards, which recognize the most innovative products and solutions. Awards will be announced in four categories:

- Most Innovative Flash Memory Application
- Most Innovative Flash Memory Technology
- Most Innovative Flash Memory Implementation
- Most Innovative Flash Memory End User Solution

A panel of judges will evaluate nominations based on distinctiveness of the application, technology, or product; central use of flash memory as a customer solution; and technical and business significance to the general marketplace. Nomination forms are available at www.flashmemorysummit.com. Entries are due by 6 pm Pacific time on Friday, July 24. Award nominations are complimentary to all sponsors and exhibitors. A \$500 fee per nomination will apply to other applicants.

About Flash Memory Summit

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 laptops and netbooks, 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. Twitter: flashmem.

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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