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**STEVE WOZNIAK TO DELIVER KEYNOTE ADDRESS AT
FLASH MEMORY SUMMIT 2010**

The Only Conference Dedicated Entirely to Flash and Its Applications

SANTA CLARA, CA, August 12, 2010 Apple co-founder and [Fusion-io](#) Chief Science Officer Steve Wozniak will deliver a keynote address at [Flash Memory Summit](#) 2010. Wozniak's keynote, "**Driving Innovation with Solid-State Technologies**" will explore how solid-state storage technologies are poised to change our digital lives. Wozniak's will address how solid-state technologies are proliferating through the enterprise and well beyond from financial and web services to bioinformatics to 3D special effects. Flash Memory Summit takes place August 17-19 at the Santa Clara Convention Center in the heart of the Silicon Valley. Wozniak's keynote will take place on Thursday, August 19 at 2:00 pm.

Other Flash Memory Summit keynote speakers include leading industry experts from IBM, Intel, SMART Modular, SanDisk, Dell, Samsung, Micron, and Seagate:

- Andy Walls, IBM: "Innovating Storage Architectures in the Modern Data Center"
- Thomas A. Rampone, Intel Corporation: "How SSDs Go Mainstream"
- John Scaramuzza, SMART Modular Technologies: "When the Enterprise Stops Spinning"
- Eli Harari, SanDisk, "The Flash Memory Industry at a Crossroads"
- Paul Prince, Dell: "When Will Flash Memory Take Off in Enterprise Environments"
- Jim Elliott, Samsung Semiconductor: "NAND in Its Finest Hour"
- Ed Doller, Micron: "Flash Memory: The New Technology Driver"
- John Moon, Seagate: "Hybrid Drives: Key to a Huge SSD Market"

Flash Memory Summit 2010 is the only conference dedicated entirely to the \$25 billion market for flash memory and solid-state drive (SSD) applications.

About Steve Wozniak

As Fusion-io's chief scientist, Steve Wozniak acts as a key technical advisor to the company's R&D group. He also works closely with the executive team in formulating a company strategy that will accelerate the expansion of major global accounts.

Wozniak, world-renowned as the co-founder of Apple, was the engineering force behind the launch of the home computer revolution. In 1976, he and Steve Jobs founded the company based on the Apple I personal computer (PC). The following year, he introduced the Apple II PC, featuring a central processing unit, a keyboard, color graphics, and a floppy disk drive. The Apple II was a key element in launching the personal computer industry.

After leaving Apple in 1985, Wozniak was involved in many business and philanthropic ventures, focusing primarily on computer capabilities in schools, stressing hands-on learning and encouraging creativity for students. He also founded the Electronic Frontier Foundation, and was the founding sponsor of the Tech Museum, Silicon Valley Ballet, and Children's Discovery Museum of San Jose.

In 2000, he was inducted into the Inventors Hall of Fame and was awarded the prestigious Heinz Award for Technology, The Economy, and Employment for "single-handedly designing the first personal computer and for then redirecting his lifelong passion for mathematics and electronics toward lighting the fires of excitement for education in grade school students and their teachers."

Wozniak is also a published author with the release of his New York Times Best Selling autobiography, "iWoz: From Computer Geek to Cult Icon", in September 2006 from Norton Publishing.

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 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. 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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