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FLASH MEMORY SUMMIT 2010 TO EXPLORE \$25 BILLION MARKET

The Only Conference Dedicated Entirely to Flash and Its Applications

SAN DIEGO, CA, July 16, 2010 – The fifth annual Flash Memory Summit will explore the uses, challenges, and future of flash memory and its applications from iPad to enterprise. Online registration is now open for Flash Memory Summit 2010, the only conference dedicated entirely to the \$25 billion market for flash memory and solid-state drive (SSD) applications, at <http://www.flashmemorysummit.com>. Flash Memory Summit takes place August 17-19 at the Santa Clara Convention Center in the heart of the Silicon Valley.

“Flash memory continues to enable a huge array of applications such as embedded and mobile products, consumer storage cards, and SSDs. Flash is now widely used in many consumer devices including iPads, iPods, mobile phones, and digital cameras,” said [Tom Coughlin, President of Coughlin Associates](#) and Chairperson of Flash Memory Summit. “Flash Memory Summit 2010 will explore enterprise flash applications, embedded applications, data center applications, consumer applications, solid state drive controllers, reliability and performance, and testing plus a special session on flash and virtualization.”

Flash Memory Summit will feature an unprecedented eight keynote addresses including 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 Scaramuzzo, 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 Technology: “Hybrid Drives: Key to a Huge SSD Markets”

This important three-day event will be packed full of tutorials and in-depth sessions. In addition to the exceptional lineup of keynote speakers, the program will feature:

- Pre-conference workshop on flash security
- Pre-conference seminar on SSDs – The fundamentals delivered by KnowledgeTek
- Forums and tutorials on cache for client computing applications, flash memory based architectures, realizing flash potential through application integration, solid state drives, flash in enterprise storage systems, future of NAND flash, SSDs in enterprise storage, executive update, embedded applications, executive update, and flash memory in servers and cloud computing
- Educational sessions on performance, mobile computers, data center applications, flash technology, SSDs and operating systems, MRAM, error correcting codes, MLC flash, and consumer applications
- Special sessions on green flash, life beyond flash – new technologies, market research from IDC, Objective Analysis, Web-Foot Research, Forward Insights, and others, and top ten things you need to know about flash memory today
- Flash Memory Summit theater
- The famous Denali party, the techie party of the year!

Flash Memory Summit 2010 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, manufacture, marketing, sales, or use of flash memory. Summit attendees will:

- Learn about latest developments in flash memory
- Learn to design with the latest flash chips
- Find new tools for developing flash applications
- Hear about the latest market trends
- Find new ways to replace disks in applications
- Identify new applications for non-volatile memory
- Find new methods for reducing power consumption

Flash Memory Summit will include industry leaders such as Altera, Anobit, Arasan, BPM Microsystems, Cipher Solutions, Circuit Cellar, UCSD's Center for Magnetic Recording Research (CMRR), CMS Products, CompactFlash Association, Core Solid, Corsair, Datalight, Data Storage Connection, Denali Software, DenMartek, Densebits, EasyCo's Managed Flash Technology, Ellisys, Flexstar, FROM 30, Fusion IO, Hitachi GST, HUONE, Inc., IEEE's Santa Clara Valley Consumer Electronics Society, International Microsystems (IMI), Integrated Device Technology (IDT), Intel, JDSU, Kingston, KLA Tencor, LeCroy, LSI, Maxwell Technologies, Memright, Micron, Mosaid, Oakgate, OCZ Technologies, Open NAND Flash Interface (ONFI), PNY, PTI Global/Pretec, QualiSystems, Samsung Semiconductor, SanDisk, SandForce, Sanmina's Viking Modular Solutions, Seagate, SerialTek, Silicon Motion, SMART Modular Technologies, Storage Networking Industry Association (SNIA), STEC, SuperTalent, Texas Memory Systems, Toshiba and Wintec.

Summit participants are invited to submit nominations for the fifth 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 Daylight Time on Friday, July 23, 2010. 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 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.

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