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FLASH MEMORY SUMMIT 2011 SHOWCASES INNOVATIONS FROM MORE THAN 70 INDUSTRY INNOVATORS

The Only Conference Dedicated Entirely to Flash and Its Applications

SANTA CLARA, CA, July 28, 2011 – The sixth annual Flash Memory Summit will showcase the innovations of more than 70 exhibitors, sponsors, and keynote-level presenters in a celebration of the 25th anniversary of today’s most important storage technology. Flash Memory Summit 2011 will explore the uses, challenges, and future of [flash memory](#) and its applications from iPad to enterprise. Flash Memory Summit takes place August 9-11 at the Santa Clara Convention Center in the heart of the Silicon Valley. Online registration is open for Flash Memory Summit 2011, the only conference dedicated entirely to the \$38 billion market for flash memory and solid-state drive (SSD) applications, at <http://www.flashmemorysummit.com>.

Invented 25 years ago and pioneered by companies such as Intel, SanDisk and Toshiba, flash memory today serves as the storage medium in popular mobile devices such as smartphones and tablets. It has also enabled a vast array of products, including embedded systems, consumer storage cards, cache memory, and SSDs for both computer and enterprise applications.

In 2010, NAND flash world revenues grew 46 percent to \$22 billion, according to [Objective Analysis](#), based on a combination of solid gigabyte growth and relatively flat pricing. Although prices are anticipated to undergo a significant correction later this year, NAND revenues are still forecast to grow to slightly over \$60 billion by 2016. Strong gigabyte growth will overcome price reductions to propel revenue growth over the next five years. Combined with NOR, the total flash memory market should approach \$65 billion by that time.

Flash Memory Summit will feature an unprecedented nine keynote addresses including leading industry experts:

- Glen Hawk, Vice President, NAND Solutions, Micron Technology, “The Alchemy of NAND Flash”
- Eric Kao, CEO and Chairman, Memorex, “The Age of Application-Specific SSD”
- Sanjay Mehrotra, SanDisk
- John Scaramuzza, Senior Vice President and General Manager, Storage Business Unit, SMART Modular, “It’s Not Your Father’s Hard Drive or Is It?”
- Bill Nesheim, Vice President of Solaris Platform Engineering, Oracle, “Mythbusting Flash Performance”
- Knut Grimsrud, Intel Fellow, Intel, “The Next Frontier in NVM Performance”

- Scott Stetzer, Vice President of Marketing, STEC, "How Enterprise SSDs Can Revolutionize the Data Center"
- Seung Suk Lee, Vice President, NAND Flash Product Planning, Hynix Semiconductor, "Emerging Challenges in NAND Flash Technology"
- John Moon, Senior Director, Emerging System Integration, Seagate Technology

Some of the Flash Memory Summit exhibitors and sponsors showcasing the latest innovations in flash memory and SSD technologies include:

Allion Test Lab – Booth #215 – Allion Test Lab, a global engineering service and validation-consulting firm, joins FMS for the first time to deliver its breakthrough SSD test methodology. The SSD validation solution will be demonstrated during the entire exhibition.

Anobit – Booth #219 – Anobit will announce the industry's fastest embedded flash controller for Smart Phones and Tablet Computers with unprecedented 666 MB/sec performance. In addition, Anobit will announce over 20 Million MSP2020 high-performance embedded flash controllers shipped, powering storage for tablet PCs, smart phones, and personal media players.

BPM Microsystems – Booth #314 – BPM Microsystems will highlight the newest addition to its manual universal device programmer family, model 2800. The 2800 combines the unrivaled speed of Vector Engine Co-Processor plus universal device support, resulting in the fastest universal programmer in the industry. The 2800 supports all device technologies including flash, microcontrollers, and more.

Calypso Systems – Booth #415 – The Calypso SSD HVM 1.1 Ambient Production Test System is a low-cost, turnkey production tester that allows SSD vendors to begin high-volume manufacture. Up to four (32) Slot Modules come in a 42u cabinet with (128) SSDs under test. Integrated CTS software provides fully scriptable test software, supports ATA, SMART and vendor specific commands, and allows for asynchronous or parallel single, batch or interval test for performance, data integrity, data reliability, and endurance.

Hynix Semiconductor – Booth #506 – Hynix Semiconductor's new 2.5" SSD is built with the company's industry leading 2xnm NAND Flash components and offers storage capacities of 256GB. The design features a SATA III interface delivering a sequential read rate of up to 600Mbs ideal for notebooks.

Kingston Technology – Kingston's Wi-Drive, a sleek and rugged portable flash memory solution, extends the storage capacity of the Apple iPad, iPhone, or iPod Touch. Using Wi-Drive, 3 users can connect wirelessly to their Apple devices and simultaneously share files, listen to music, or stream videos. Available in 16GB and 32GB capacities, Wi-Drive is available through e-tailers and retailers.

Maxwell Technologies – Booth #313 – Maxwell Technologies will showcase an ultracapacitor mini-UPS flash solution. The postage stamp size product is a board-mounted, fail-safe power supply that protects mission-critical data and ensures no data loss during power loss. The product is a proven technology with over 5 million in use.

QualiSystems – Booth #216 – QualiSystems will provide a sneak peak to its latest powerful distributed test automation software framework generating enormous coverage at a minimal amount of time. The software enables management of multiple parallel testing stations, running a variety of benchmark tests on top of netbooks, tablets, and laptops to verify SSD compliance.

Silicon Motion Technology – Booth #411 – FerriSSD from Silicon Motion is the world's smallest single-chip SSD with standard SATA/PATA interface allowing for easier integration of embedded storage. With industrial-grade capabilities, enhanced reliability and security, combined with high performance and low power consumption, FerriSSD is the ideal solution for industrial and commercial storage applications in tablets, navigation, IPC, POS, etc.

STEC Inc. – Booth #300 – STEC Inc. will announce new solid-state solutions that accelerate data access and enable cost-effective server scalability as part of its comprehensive portfolio of top-to-bottom solutions for storage and server applications.

VeloBit, Inc. – Booth #113 – VeloBit will unveil VeloBit 1.0, a software solution that dramatically boosts the performance of any SSD. VeloBit allows customers to deploy SSD without changing their applications or primary storage, preserving their investments in data protection and storage management.

Viking – Booth #406 – Viking leads the Enterprise storage market in hybrid storage, SSD, and DRAM technologies. Viking merges solid state solutions with DRAM technology, developing solutions ranging from solutions such as SATADIMM (an SSD in DIMM form factor) to ArxCis (a Non-Volatile DIMM, merging DRAM and Flash). With a breadth of solutions that bridge both DRAM and SSD, Viking has the ability to deliver storage solutions ranging from high-performance computing to embedded kiosks.

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 Facebook: <http://www.facebook.com/pages/Flash-Memory-Summit/72498807894>

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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