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FLASH MEMORY SUMMIT 2011 SHOWCASES MULTI-BILLION DOLLAR MARKET FOR FLASH MEMORY AND ENTERPRISE SSDS

More than 2,250 registrants and 60 exhibitors gather to explosive growth of flash memory for smart phones, tablets, and enterprise systems

Flash Memory Summit 2011, Santa Clara, CA August 17, 2011 – Record attendance and industry support of the sixth annual Flash Memory Summit, held August 9-11 at the Santa Clara Convention Center, reflected the explosive growth of enterprise SSDs. Industry executives at Flash Memory Summit, the only conference focused entirely on flash memory and its applications, expressed confidence in the strength of the market for flash memory, which is expected to surpass $29 billion in 2014.

"The Flash Memory Summit's growth reflects the fact that SSDs are now moving into data centers, hosting facilities, and clouds," said Dr. Lance Leventhal, Program Chairperson of Flash Memory Summit.   "They offer greatly improved performance as well as increased flexibility, lower power consumption, and reduced space needs. Flash is beginning to appear in almost all storage systems."

"An Oracle database can perform 60 times faster using enterprise SSDs," said Bill Nesheim, Vice President of Solaris Platform Engineering at Oracle in a Flash Memory Summit keynote address.

"The growth in storage all the way from the data center to full-featured smartphones and tablets is creating new demands for NAND flash technology, especially greater capacity in smaller designs," said Glen Hawk, vice president of Micron's NAND Solutions Group. Intel and Micron Technology won Flash Memory Summit's Most Innovative Technology Award for their industry-leading 20 nanometer (nm) NAND Flash memory process technology.

Flash memory has become the mainstream storage technology of choice addressing the insatiable appetite for high performance and massive capacity. Flash memory equips consumer, applications driven by mobile computing devices including laptops, netbooks, and smart phones, and the growing adoption of social networking applications. The combination of compelling business and consumer killer apps is enabling the next wave of flash memory solutions, and fueling technology innovation at an unprecedented pace.

Hundreds of millions of people now spending vast amounts of time using smart phones, tablets, and other social networking devices powered by flash memory are fueling huge demand. By 2015, more than 1.1 billion flash-enabled smartphones representing a 240 percent growth rate growth are expected to be in use worldwide. "These staggering numbers are starting to affect the population of the world," said Yoram Cedar, CTO of SANdisk, in a Flash Memory Summit keynote address.

Flash Memory Summit Best of Show Award winners are:

Most Innovative Flash Memory Consumer Application: Kingston Technology Company Inc. Wi-Drive

Pictured from Left to Right Tom Coughlin and Darwin Chen, Vice President Sales and Marketing, Kingston Technology

Most Innovative Flash Memory Enterprise Business Application: SNIA Solid State Storage Initiative - Enterprise Solid State Storage Performance Test Specification

Pictured from Left to Right, Tom Coughlin with Eden Kim, CEO Calypso Systems and Paul Wassenberg, Chair of SNIA SSI

Most Innovative Flash Memory Enterprise Business Application: SMART Modular Technologies Inc. - Guardian Technology

Pictured from Left to Right Tom Coughlin with John Scaramuzzo, Senior Vice President and GM, Storage Business Unit, Smart Modular Technologies, Inc.

Most Innovative Flash Memory Customer Implementation: Astute Networks Inc. - Networked Performance Flash

Pictured from Left to Right Tom Coughlin with Keith Klarer, Vice President of Engineering, Astute Networks

Most Innovative Flash Memory Technology: Intel and Micron - 20nm Process Technology

Pictured Left to Right, Tom Coughlin with Troy Winslow, Director of Marketing, Solid State, Intel; and Glen Hawk, Vice President of NAND Solutions, Micron

"The 2011 Flash Memory Summit is glad to recognize the achievements of the winners of the 2011 Best of Show Awards," said Tom Coughlin, conference chairperson of Flash Memory Summit. "These companies, products, and organizations are furthering the state of the art for flash memory, and we honor them for their accomplishments and contributions."

Flash Memory Summit 2012 will take place in Santa Clara on August 21-23, 2012.

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

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