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Flash Memory Summit 2012 Covers Mainstream Adoption of Flash Memory and Enterprise SSDs

The Only Silicon Valley Conference Focused on Flash as the Preferred Storage Medium for Database Applications, Public and Private Clouds, Information Websites, and Business Intelligence

Santa Clara, CA, June 20, 2012 -- Flash Memory Summit 2012, produced by Conference ConCepts, will showcase the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar market for flash memory and enterprise SSDs. Now in its seventh year, Flash Memory Summit is the only Silicon Valley event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets and embedded systems.

Flash Memory Summit 2012 takes place on August 21-23 at the Santa Clara Convention Center. More than 80 companies will exhibit their offerings, including industry leaders such as ATP, Cadence, HGST, SK Hynix, Intel, Micron, OCZ Technology, Rambus, Seagate, Smart Storage, STEC, Toshiba TAEC, Viking, Whiptail and many more. View the full list of Flash Memory Summit 2012 exhibitors at

"Flash memory is the proving ground for next generation semiconductor technology and a major driver for semiconductor growth. Flash memory is filling an unquenchable need for digital storage in smartphones, tablets, and other media devices, and it is the clear path to both client and enterprise application acceleration," said Flash Memory Summit Conference Chairperson Tom Coughlin, highly regarded storage expert and industry analyst. "Flash Memory Summit is the single best place to learn about the latest trends, technologies, and innovations and meet your future business partners."

The Flash Memory Summit 2012 conference program features a new user track on enterprise applications, keynotes from leading industry executives, and a special IEEE milestone on flash memory. Major subjects include flash architectures, SSDs, hardware design and implementation, controllers, applications, testing, security, interfaces, caching, and enterprise storage.

Flash Memory Summit will recognize the industry's technology leaders as submissions are now being accepted through July 24 for the Seventh Annual Flash Memory Awards in categories including:

- **Most Innovative Flash Memory Consumer Application** such as smartphones, music/video players, digital cameras, gaming systems, navigational systems, tablets, netbooks, ultrabooks, mobile computing solutions, and other consumer hardware and software products.

- **Most Innovative Flash Memory Enterprise Business Application** in market segments such as video/broadcast, automotive, imaging, military, healthcare, or financial.

- **Most Innovative Flash Memory Technology** for breakthroughs that will change how products can use flash memory to improve performance, availability, and energy efficiency.

- **Most Innovative Flash Memory Customer Implementation** for real-world solutions that demonstrate ROI, quality of service, business continuity, security, data protection, virtualization, or other demonstrable benefits.

About Flash Memory Summit
Flash Memory Summit is the only conference dedicated entirely to enterprise SSDs, flash memory, and their applications. It is intended for system designers, analysts, hardware and software engineers, product marketing and marketing communications specialists, and engineering and marketing managers. The conference features forums, half-day tutorials, paper and panel sessions, and expert tables. The expo showcases a broad range of enterprise SSD and flash memory solutions.

For registration and more information, visit www.flashmemorysummit.com.

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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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