FOR IMMEDIATE RELEASE

Flash Memory Summit 2012 to Showcase How Enterprise SSDs – Today's 10-to-1000x Faster Storage Solution – **Accelerate Big Data for Big Business**

*Mobile Computing Mania, Cloud Adoption, and Explosion of Big Data
Trigger Rapid Rise of Super-Fast Flash Memory in the Enterprise*

Flash Memory Summit, Santa Clara, CA, July 24, 2012 -- Every minute of every day, insatiable emailers send 204,166,667 messages. Google receives more than two million search queries, and mobile maniacs download more than 47,000 apps from the Apple store. The cumulative impact of big data, mobile computing and data-hungry apps is driving enterprises to adopt flash memory -- aka Solid State Storage or Enterprise SSDs. That's because flash memory enables enterprise users to access essential data –10x to 1000x faster than conventional hard disk drives (HDDs) or shared Fibre Channel storage area network (SAN) infrastructures.

At Flash Memory Summit 2012, August 22-23 at the Santa Clara Convention Center, the new SSD Enterprise Applications Track will debut: "V" is for Velocity: Getting Rapid Results in Big Data, Cloud Storage, and Database Acceleration. Enterprise IT users will learn how flash memory and enterprise SSDs can lower latency, increase application performance, and help to control storage sprawl and runaway infrastructure costs. The track, which is available for complimentary advance registration, will showcase 21 real-world case studies that show how to make elephantine big data move like a cheetah.

Enterprise applications such as server virtualization, virtual desktop infrastructure (VDI), and data warehouses each stand to benefit greatly from the predictable low latency and high IO performance of flash storage systems. Companies such as VMware, Citrix, Microsoft, Oracle, and SAP are investing considerable resources in delivering the productivity improvements made possible by combining their applications with shared flash memory infrastructures using FC, PCI Express, Infiniband, or iSCSI. Using a new breed of Enterprise SSD storage infrastructures, enterprises are achieving real-world performance gains, power reduction, rackspace reclamation, and other benefits by moving to flash-based infrastructure.

To attend the Enterprise Applications Track, visit us and enter the priority code ITUSER for

complimentary advance registration. Sessions targeting enterprise IT professionals will include:

- **Big Data:** Increase data access and transfer speeds vs. HDDs to make business analytics come alive.
- **Cloud Storage:** Cut costs, increase performance and deliver cloud storage to the enterprise.
- **Database Acceleration**: Accelerate database response by 30 to 150 times.

About Flash Memory Summit

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. For registration and more information, visit www.flashmemorysummit.com. Twitter: flashmem Facebook: http://www.facebook.com/pages/Flash-Memory-Summit/72498807894

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