

# MEDIA ALERT

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## HGST TO ADDRESS SSD INNOVATION AND STORAGE BEST PRACTICES AT THE FLASH MEMORY SUMMIT 2013

**SANTA CLARA, Calif., Flash Memory Summit 2013 (HGST Booth #606), August 12, 2013** – As a platinum sponsor of the [Flash Memory Summit 2013](#), [HGST](#) (formerly Hitachi GST and now a Western Digital company, NASDAQ: WDC) executives will participate in a number of panel discussions to address new storage architectures and the strategic direction of the enterprise solid state disk (SSD) market. The company will also demonstrate the latest in SSD innovation at HGST's booth #606. This will be HGST's first appearance since the announcement of its planned acquisition of sTec, an early SSD pioneer, and its acquisition of software I/O optimization vendor VeloBit. HGST's recent investments in SSDs will augment its existing leadership in SAS SSDs and will help define a new era of intelligent storage.

**WHAT:** Flash Memory Summit 2013, August 13-15, [Santa Clara Convention Center](#)

**PANELS:** **"12Gb/s SAS: Ready for Takeoff"** - Tuesday, August 13 from 3:15 to 5:25pm PT (Forum C-12): From the Web 2.0/cloud infrastructure to transaction processing and business intelligence, everywhere you look, SSDs are rapidly emerging as the preferred building block for high-performance storage solutions. With this rapidly growing market adoption, several choices for enterprise SSD interfaces are available. Ulrich Hansen, senior director, SSD Product Marketing will present a comparison of those interface choices, showing that 12Gb/s SAS now delivers the industry's preferred combination of performance, enterprise features, technology maturity and investment protection – leading ultimately to a compelling TCO for high-performance enterprise storage.

**"Innovation in Flash Memory"** - Tuesday, August 13 from 4:35 to 5:45pm PT (Session 104-B): Join HGST Vice President of Research Currie Munce who will discuss the exciting advancements in non-volatile memory technologies that are changing applications and devices, as well as how people communicate. This talk will focus on new hard disk drive (HDD) technologies that will continue to increase capacity, reduce power, and enhance performance. Specifically, breakthroughs in Helium sealing, heat-assisted magnetic recording and bit patterned media utilizing nanolithography will be covered.

**"Are Two Drives Better Than One?"** - Thursday, August 15 from 8:30 to 10:50am (Forum D-31): Contrary to popular belief, the mobile HDD market is not being replaced by SSDs. Director of Client HDD Product Marketing Lenny Sharp will outline the two main alternatives for hybrid storage and compare the advantages and disadvantages of both. Mr. Sharp will examine the architectural and technical differences between the SSHDs and dual drive solutions to help the audience gain a better understanding of the tradeoffs involved in each solution as well as the optimum system design for each.

**EXHIBIT:** HGST will demonstrate the impact of VeloBit's software solution on database transaction performance (using the [TPC-E](#) benchmark) with the industry's [fastest and most advanced enterprise-class 12Gb/s SAS SSD family](#), and will showcase an Ultrabook™ configuration with a HDD with a discrete cache that enables "SSD like" performance for the mobile market. HGST will also have on exhibit its full line of enterprise-class SSDs and HDDs that are powering today's largest search, social and cloud datacenters.

**WHERE:** HGST Booth #606  
Santa Clara Convention Center

5001 Great America Parkway  
Santa Clara, CA 95054

If you are a member of the press or analyst community and are interested in setting up a meeting with HGST at the show, please contact Katie Watson, [kwatson@vocecomm.com](mailto:kwatson@vocecomm.com).

#### **About HGST**

HGST (formerly known as Hitachi Global Storage Technologies or Hitachi GST), a Western Digital company (NASDAQ: WDC), develops advanced hard disk drives, enterprise-class solid state drives, innovative external storage solutions and services used to store, preserve and manage the world's most valued data. Founded by the pioneers of hard drives, HGST provides high-value storage for a broad range of market segments, including Enterprise, Mobile Computing, Consumer Electronics and Personal Storage. HGST was established in 2003 and maintains its U.S. headquarters in San Jose, California. For more information, please visit the company's website at <http://www.hgst.com>.

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