*Error Control Coding co-*Author Dr. Shu Lin to Present at Flash Memory Summit

Top coding expert and highly regarded technical author to be featured at FMS14 Aug 6 in Santa Clara, Ca

July 17, 2014 – Flash Memory Summit ("FMS"), the world's largest conference dedicated to flash memory technology, is pleased to announce that Dr. Shu Lin, co-author of the classic text book *Error Control Coding,* will present **Wednesday, August 6, 2014 at 3:10 p.m**. at the Santa Clara Convention Center. Dr. Lin will participate in Forum E-22, "Controllers and Flash Technology: Decoding the Future". Dr. Lin will present "LDPC Codes with Low Error Floor" and will show that high-rate, very low error-floor LDPC codes offer high performance with relatively simple hardware.   His recent work has focused on quasi-cyclic codes that offer beautiful waterfall error performance, verified by FPGA implementations down to 10^{-15}.

Dr. Lin is currently Adjunct Professor at University of California, Davis, and has published at least 800 technical papers. His textbook Error Control Coding: Fundamentals and Applications (Prentice-Hall) has been a standard coursebook in electrical engineering departments for over 30 years. He is also the author or co-author of several other books on coding methods. Dr. Lin was honored as an IEEE fellow in 1980 and as a Life Fellow in 2000.   He has received the Alexander Von Humboldt Research Prize, the IEEE Third-Millenium Medal, and the Stephen O. Rice Prize, given by the IEEE Communications Society in the field of communications theory.

Flash Memory Summit's forum E-22 is hosted by Chuck Sobey of Channel Science and also features:

LSI - Erich Haratsch, "LDPC Code Concepts and Performance on High-Density Flash Memory"

SigLead - Oliver Hambrey, "Iterative, Layered, and Latticed ECC"

Silicon Motion - Jeff Yang, "Low-Power Error Correction for Mobile Storage"

Intel - Ravi Motwani, "Next Generation ECC Schemes for High-Endurance SSDs"

PMC - Rino Micheloni, "Hardware/Software Co-Simulation for Error-Floor Detection in LDPC"

"We are delighted to have Shu Lin at Flash Memory Summit," said Lance Leventhal, Flash Memory Summit Chairperson.   "Dr. Lin's work is highly regarded for many coding enthusiasts and we are excited for him to present his latest work from his lab at the University of California at Davis."

About the Flash Memory Summit

Flash Memory Summit showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is now the world's largest event featuring the trends, innovations, and influencers driving the adoption of Flash memory. There are over 100 booths in the exhibit hall with 4,500+ projected registrants. FMS keynotes speeches include Steve Wozniak of Apple/Fusion-IO, Samsung, Marvell Semiconductor, IBM, NetApp, Nimbus Data Systems, Cadence Design Systems, PMC -Sierra, SanDisk, Microsoft, and Alibaba Cloud Computing Company. The 2014 event has record registration to date and takes place August 5-7 at the Santa Clara Convention Center in Santa Clara, California.

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