



PLX Vice President to Chair Flash Memory Summit Panel on Maximizing SSD Storage Performance, Flexibility, Cost

SUNNYVALE, Calif. -- July 28, 2014 -- [PLX Technology](#), Inc. (NASDAQ: [PLXT](#)), the global leader in PCI Express® (PCIe®) silicon and software connectivity solutions enabling emerging data center architectures, today announced that Larry Chisvin, PLX® vice president of strategic initiatives, will chair a panel titled *Taking Full Advantage of SSD Technology* at the upcoming [Flash Memory Summit](#) (FMS). Comprised of industry experts from several segments of the solid-state drive (SSD) market, the panel Chisvin leads will address how storage-system professionals can maximize SSDs' performance and flexibility, while reducing its overall costs. It takes place Thursday, August 7, 2:40 to 3:55 p.m., at FMS, held at the Santa Clara Convention Center, in Santa Clara, Calif.

The open-session panel (#303A on the [FMS program](#)) is intended for storage-system designers, engineers and managers engaged in data center, network and server development. It will cover a range of topics:

- the rapidly evolving global market for solid-state storage;
- how SSDs -- far more than just improved versions of hard drives -- can operate at high frequencies using common, established interfaces, and with minimal concerns about mechanical issues;
- SSDs' ability to fit into any form factor, allowing designers to build solid-state storage systems using a general interface such as PCIe, InfiniBand or Ethernet, and house SSDs in DIMM slots or on memory boards; and
- the compelling results designers can expect -- lower cost, higher performance, and greater flexibility.

Held annually, FMS draws solid-state storage professionals from around the world. It features seminars, forums, keynote addresses, technical sessions, and exhibits by leading vendors. To register, click [here](#).

PCI Express: Rapid Growth in SSDs for Enterprise, Consumer Applications

PCIe is widely used in storage, and with the rapid growth of PCIe-based SSD solutions, this powerful interconnect technology has expanded significantly in enterprise applications. Through PLX's [ExpressFabric® initiative](#), for which storage applications are particularly well suited, arrays of SSDs can be attached directly to fabrics, thus optimizing performance while lowering the latency of the storage devices without the additional overhead necessary for other solutions. Additionally, new standards such as SATA Express, SCSI Express and NVMe have extended PCIe's reach further into desktop, enterprise and consumer applications.



PLX is the worldwide market leader with over 70 percent market share in PCIe switch products, today offering 18 ExpressLane™ [PCIe Gen3 switches](#). ExpressLane Gen3 switches enable PLX's ExpressFabric solutions, as well as [enterprise storage](#) and other key [cloud/data center](#) applications.

About PLX

PLX Technology, Inc. (NASDAQ: [PLXT](#)), based in Sunnyvale, Calif., USA, is the industry-leading global provider of semiconductor-based PCI Express connectivity solutions primarily targeting enterprise data center markets. The company develops innovative software-enriched silicon that enables product differentiation, reliable interoperability and superior performance. Visit PLX on [plxtech.com](#), [LinkedIn](#), and [YouTube](#).

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