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CONFERENCE CONCEPTS ANNOUNCES RECORD REGISTRATION FOR THE TENTH CONSECUTIVE YEAR OF FLASH MEMORY SUMMIT

World's Largest SSD Technology Conference up 30% in Projected Registration exceeding 6,500 in 2015

JULY 3, 2015 – SANTA CLARA, CA – Conference Concepts today announced registration is record for the [Flash Memory Summit](#), the world's largest conference dedicated to Flash Memory technology. For ten years in a row, Flash Memory Summit has seen growth consecutively and this year is projected to exceed 6,000. [Registration](#) is now live for the August 11-13 conference at the Santa Clara Convention Center, with many sessions, keynotes, and the exhibit floor booths open for all to attend.

Over the past decade, Flash Memory Summit has been showcasing flash-based storage solutions from leading suppliers revolutionizing every aspect of the datacenter. Previous to SSDs, storage applications had to wait patiently for data to be served from the hard disk drive, leading to poor server utilization and inefficient data transmission. Flash Memory technology has upgraded datacenter architectures with SSDs easily saturating the CPU, boosting server performance to unforeseen heights and still maintaining desired power efficiently.

Flash Memory is a catalyst altering the very roots of the datacenter ecosystem. Faster storage devices require faster RAID controllers, HBAs, and backplanes, and also enable denser storage enclosures and chassis. More efficient direct connections to the storage is just the beginning of the optimizations;



new protocols (NVMe) and interconnects, such as M.2 and PCIe, are also emerging.

The datacenter is undergoing a rapid metamorphosis, and Flash Memory Summit 2015 is in the middle of it all. FMS15 is jam-packed with seminars, forums, keynotes and sessions that cover every aspect of the flash transformation. Flash Memory Summit features the most in-depth technical discussions to the more commercial displays of the latest flash products that are powering the datacenter and commercial revolution. The leaders of the flash industry, including Micron, Samsung, SanDisk, HGST, Seagate, among many others, will be at the conference in full force. Exhibitors from every step in the flash food chain will also be present, such as networking, test equipment, standards committees, and software vendors.

Flash Memory Summit 2015 showcases the latest in flash memory design with over 10 simultaneous tracks and 14 keynote speakers. The 2015 keynote speaker line up features the industry's flash memory leaders including Samsung, SanDisk, PMC, Toyota, Micron, Oracle, Tegile, SK Hynix, Toshiba, Kaminario, and Diablo Technologies. Vendors interested in exhibiting, please contact Alan Land at 1.760.212.5718 or Sales@FlashMemorySummit.com.

About the Flash Memory Summit

Held August 11-13, 2015 at the Santa Clara Convention Center, 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. Flash Memory Summit is now the world's largest 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.

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