Wearable Technologies Issues, Opportunities Discussed at FMS Aug 10

*Open Session will Feature Industry Analysts Explore Emerging Markets Potential
and Obstacles in Full Range of AR, VR, Wearable Technologies, Applications*

Santa Clara, CA – July 5, 2016 – The industry's leading market research analysts will provide their views on what it will take for the wearable technology market to grow to over 215 million units shipped by 2020 during the Delivering Speed, Performance, and Security to Always-On Devices panel session August 10 beginning at 4:30 p.m. during the Flash Memory Summit (FMS) at the Santa Clara Convention Center.

The analysts agreed that with more than 100 million wearable technology units shipped by the end of 2016, the wearables market is projected to grow more than 20 percent per year through 2020 but will require a number of major issues to be solved including fast, reliable and secure storage.

Moderated by one of the industy's leading business/financial media editors, the analysts will discuss the wide range of individual and business applications of wearables technology and the issues the industry must overcome to provide users with new capabilities and opportunities. "While watches and bands are the most visible consumer product today," one of the analysts noted, "a wide range of added form factors and applications will emerge and become common place over the next few years."

The panelists will discuss the growth of eyewear in the enterprise, consumer clothing that will capture new forms of descriptive and prescriptive data as well as the blending of cellular connectivity and new applications that will be made possible. The rapidly emerging technology will also develop new opporutnites for manufacturers and apliction developers to provide users and market segments with a range of new IoT (Internet of Things) solutions for businesses and individuals.

Joining the session moderator to discuss tools, products, applications and issues will be:
- Bob O'Donnell, TECHnalysis
- Ben Bajarin, Creative Strategies
- John Feland, Argus Insights
- Dr Jon Peddie, Peddie Research

The industry experts will discuss how and how many devices will be connected and how/where the information will be stored as well as the speed/security issues which must be resolved. The analysts will present data on the growth of the IoT (Internet of Things) devices and how they will impact the types and sepcifciations for high speed, economic flash memory technology. One analyst noted that in the near future people will rely less on their mobile phones and that the personal or business information they need will be readily available on their wearables whether it's customer information, step tracking, analyzing patient activity or shopping data.

Open to all FMS registrants the 4:30 p.m. session will provide information and guidelines for storage and device manufacturers as well as application developers interested in the market which is projected to grow to $20 billion by 2020.

The Flash Memory Summit 2016 also showcases the latest in flash memory design, production and application with over 10 simultaneous panel session tracks and 14 keynotes speakers from

industry leaders around the globe. Attendance to all of the August 10 wearables, AR/VR technology sessions will be open to FMS registrants at http://www.flashmemorysummit.com/

Produced by Conference ConCepts, Flash Memory Summit 2016 celebrates its 10th anniversary and anticipates its largest audience to date, over 10,000 registrants. Vendors interested in exhibiting, please contact Alan Land at 1.760.212.5718 or Sales@FlashMemorySummit.com.

About the Flash Memory Summit
Held August 9-11 at the Santa Clara Convention Center, the Flash Memory Summit is the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise data storage as well as business/industrial/consumer applications. For more information on the conference and registration visit http://www.flashmemorysummit.com/