The Drive of Pokeman, AR/VR, High-Performance Storage at FMS 2016

Storing and Connecting to Constant Streams of Real and Synthetic Data to be Discussed During AR/Wearables Session

Santa Clara, CA – July 27, 2016 – The challenge of processing and storing reams of concurrent information and the roll that flash memory plays in delivering solutions in tomorrow's augmented world will be discussed August 10 at 3:20 p.m. during the Flash Memory Summit (FMS) at the Santa Clara Convention Center.

The session, "***Augmented Reality, Wearables that Make Great Use of Flash*,"** will be moderated b**y** Dr. Jon Peddie, president of Jon Peddie Research. During the session, panelists will explore how rapidly augmented reality is becoming an integral part of our business and personal life. The requirements it places on high-performance, high-capacity flash memory technology will also be discussed.

The wearables market is strong and gaining popularity. Worldwide, shipments of wearable devices are expected to reach 101.9 million units by the end of 2016 and are projected to reach 213.6 million units shipped in 2020, a compound annual growth rate (CAGR) of 20.3 percent.

"AR and VR technologies are quickly going beyond gaming and video production," Dr. Peddie noted. "To enjoy and take advantage of these technologies we need a constant flow of information. We're taking advantage of the power of our pocket computers and connecting them to mountains of data stored in the cloud. At the same time, AR devices become personal recorders, generating reams of data. We need to store and connect to that information in real time and flash memory can play a key role in bringing AR/VR mainstream.

"While the devices and technology will account for only 10 percent of the wearables shipments by 2020, they will be over 40 percent of the market's total revenues— and storage will be a key component to its success," he added.

Sharing their views on the applications and requirements in the years ahead will be:

- Soulaiman Itani, CTO and founder of Atheer
- Daryl Sartain, Director of Virtual Reality | Alliances, Content & VR at AMD
- Christopher C. Croteau, Director of Business Development, Head Worn Products, New Devices Group at Intel
- Rick Tewell, Vice President of System Solutions, Verisilicon
- Manuel Gutierrez Novelo, CTO, founder of Innersion-Vrielia

AR is paradoxically about the efficiency of human action in relation to usable data and simultaneously the avoidance of reality in the form of pictures and graphics. The panelists will discuss the challenge of being careful of what you wish for with the technology since too many labels in a scene or too many objects may make it difficult to read/digest the information needed. They will also outline the limits and privacy protection issues that have to be addressed by storage and device manufacturers to keep AR devices from being inundated with unwanted, overwhelming information.

The Flash Memory Summit 2016 showcases the latest in flash memory design, production and applications 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/