



Western Digital Illuminates the Future of Storage in the Connected World at Virtual Flash Memory Summit 2020

Four top executives explain the critical role of storage in data-centric architectures

SANTA CLARA, CA – OCTOBER xx, 2020 – Virtual Flash Memory Summit (FMS), the world's premiere flash memory conference and exposition, announces that Western Digital will offer a visionary keynote panel featuring executives Siva Sivaram, President of Technology and Strategy; Richard New, VP Research; Ihab Hamadi, Fellow/Sr Director System Architecture; and Yan Li, VP Engineering Memory Technology. They will discuss key storage criteria, including agility, mobility, resiliency, scalability, and efficiency; as well as current trends and insight from the largest cloud and OEM customers. Virtual FMS 2020 will be held on November 10-12, and the Western Digital keynote will occur from 1:15 to 1:45 pm on Tuesday, November 10.

"Storage is an essential ingredient in today's connected world," said Chuck Sobey, Conference Chairperson for Flash Memory Summit. "Western Digital is leading the way to developing high-speed storage architectures with huge capacities that can support a universe in which everybody and everything is connected everywhere."

Now in its 15th year, Flash Memory Summit features the latest technology trends, the most innovative products, and the broadest coverage of this rapidly expanding market. In 2019, FMS drew over 6,000 registrants and over 120 exhibitors. The conference also features 14 keynotes, marketing and market research sessions, and sessions sponsored by NVM Express®, SNIA, and TechTarget, as well as a full-day free track by IDC on the latest market research. Popular continuing features include annual updates, industry trends and overviews, and new subjects include SmartNICs, cloud-scale storage, cloud-defined storage, big memory management, storage processors, and Ethernet-attached SSDs.

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Kat@FlashMemorySummit.com
+1.505.238.3208
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- Lance Leventhal, Program Chairperson
Lance@FlashMemorySummit.com
+1.858.756.3327
- **About Flash Memory Summit**
- Flash Memory Summit showcases the mainstream applications, key technologies, leading vendors, and innovative startups 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 leading the adoption of flash memory in demanding enterprise storage, high-performance computing, and cloud systems.
- **Media Contacts**
- Dan Chmielewski +1.949.231.2965
- Suzanne Tuchler +1.408.307.6900
- Flash Memory Summit
- Press@FlashMemorySummit.com