



Top Ten Things You Need to Know About Flash Memory Today



**Santa Clara Convention Center
August 11, 2011**

**Andy Marken
Marken Communications, Inc.
andy@markencom.com**

Our Brave New Frontier



- 1.8 trillion Gigabytes in 500 quadrillion "files"
- More than doubling every two years
- As many bits of information in the digital universe as stars in our physical universe
- Investment by enterprises in the digital universe has increased 50% — to \$4 trillion

Our Digital Universe



Source: IDC's Digital Universe Study, sponsored by EMC, June 2011

Our Mission Crew



- **Larry O'Connor** -- CEO, Other World Computing
- **Troy Winslow** - Director of Product, Channel Marketing, Intel NAND Group
- **Radoslav Danilak** -- CEO, StorCloud
- **Jim Handy** -- Director/Chief Analyst, Objective Analysis
- **Joni Clark** -- Senior Product Marketing Manager -- Seagate