



BIO: LARRY O'CONNOR

Larry O'Connor, 36, is Founder and CEO of **Other World Computing, Inc. (OWC®)**, a manufacturer and e-Tailer of Solid State Drives, data storage solutions, memory and accessories for Mac and PC computers.

Starting as a one-man business in 1988 at 14, O'Connor has provided the strategic initiative and vision establishing OWC as a leading provider of technology products and services.

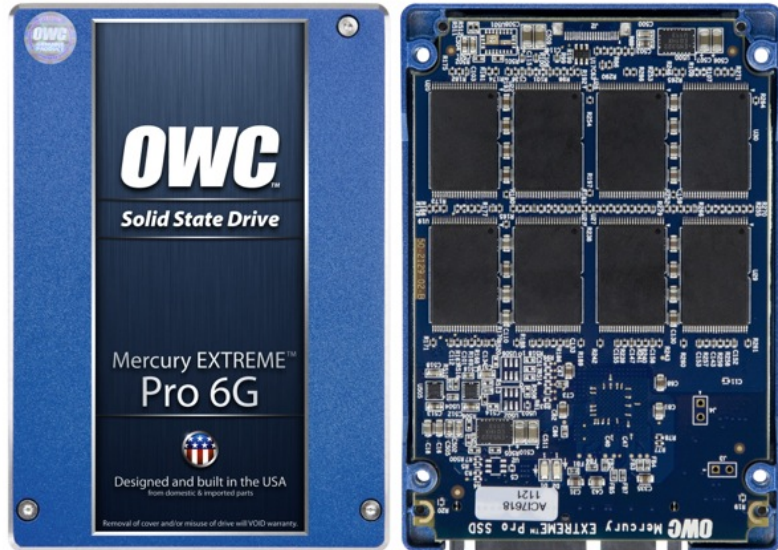
With two decades of development and market experience with flash, Larry's passionate creativity led OWC to develop the only non-Apple SSD compatible with the MacBook Air. An alumnus of Marquette University, O'Connor's strong commitment to responsible business practices have resulted in numerous industry awards and several notable recognitions, including Dealerscope's '40 under 40' in early 2011, as well as five consecutive years on the Inc. 5,000 list and two years on Crain's Chicago Business 'Fast 50'.

Larry also currently serves at the President of Newer Technology, Inc. and Price.com.





ABSTRACT: LARRY O'CONNOR



Flash is found in products we use everyday – flash/thumb drives, tablets, smartphones, toys, mp3 players, digital cameras, and solid state drives to name the most common. As a result, the demand for products using flash has grown, outpacing the ability for the supply chain to keep up. We've also seen a lot of change in the flash market over the last few years which has provided some challenges in insuring performance and reliability continue to match consumer expectations. Knowing the design of your product is extremely critical when using Flash. As demand continues, it will push us to continue with innovation to provide powerful products that exceed consumer demands. The applications are endless.



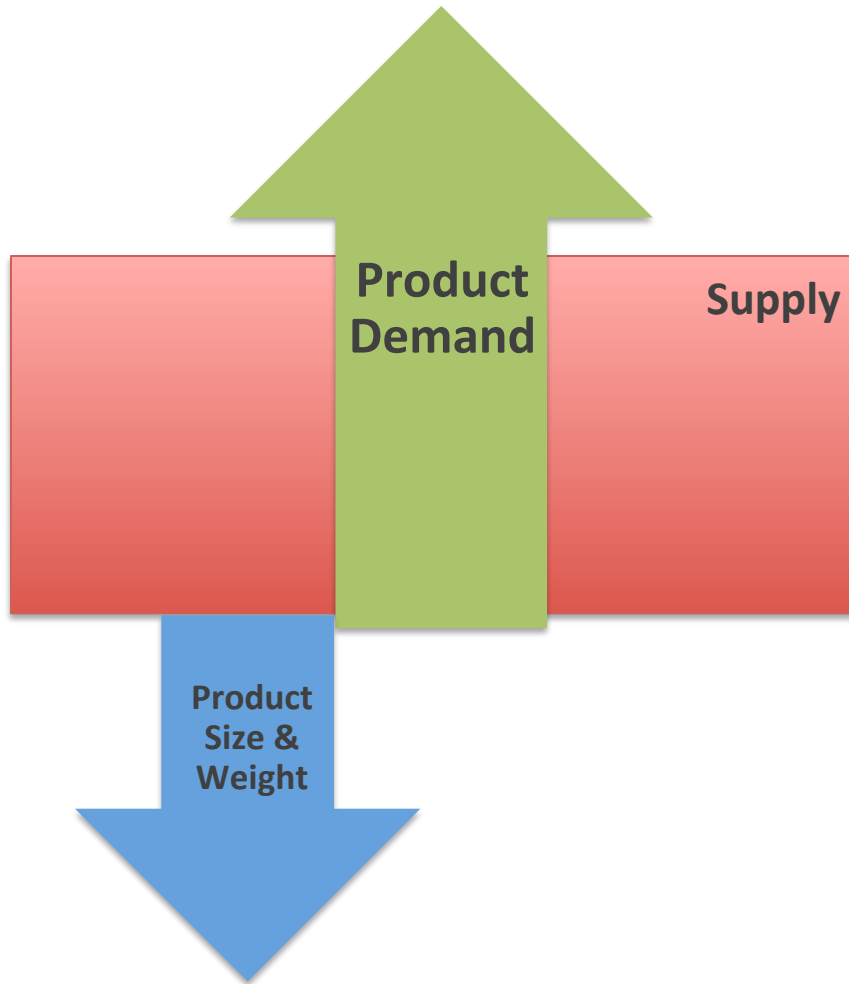
TOP 10 THINGS TO KNOW ABOUT FLASH

AN ELECTRONICS MANUFACTURER/RETAILER'S PERSPECTIVE

2011 FLASH MEMORY SUMMIT



EVOLUTION & CONSUMERIZATION



Not only have the major dynamics of application changed drastically, but flash has enabled many products to shrink in size and weight, while improving performance and ruggedness.

As a result, the demand for products using flash has grown, outpacing supply & consumer education regarding flash technology.



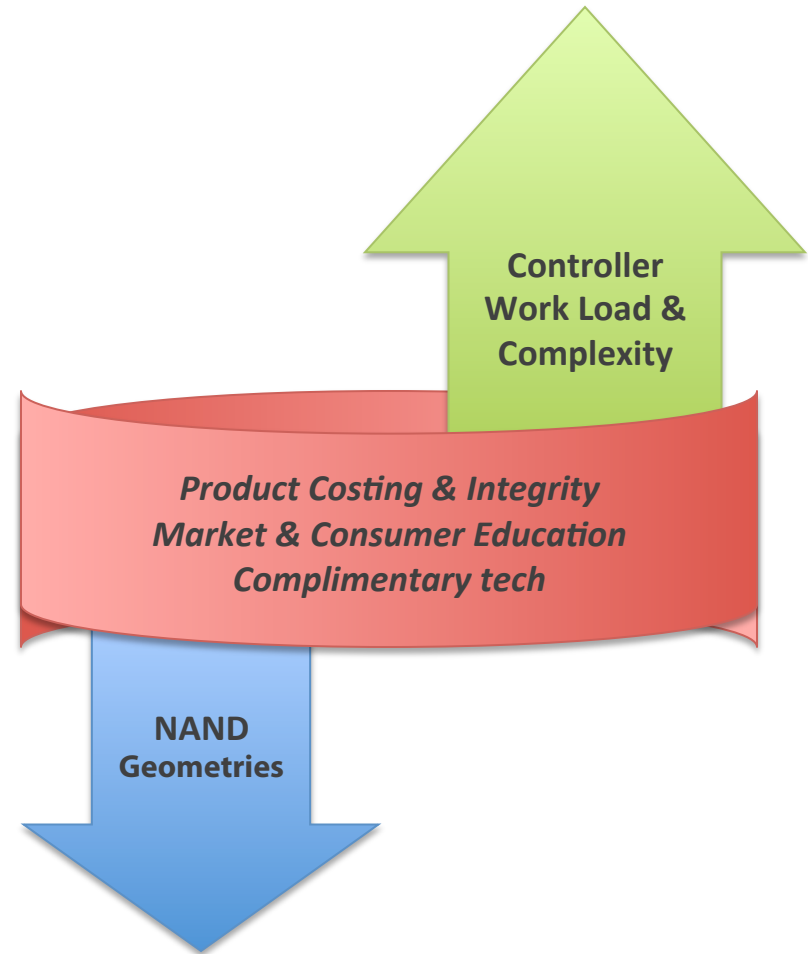
FLASH SUPPLY CONSTRAINTS

Given the constraints on flash supply, its important to continue innovation with regard to NAND geometries.

Within the SSD industry, the push for smaller NAND has led to an increased work load & corresponding complexity in design on the controller.

At the center are key items that all industry players should be sensitive to balancing, such as

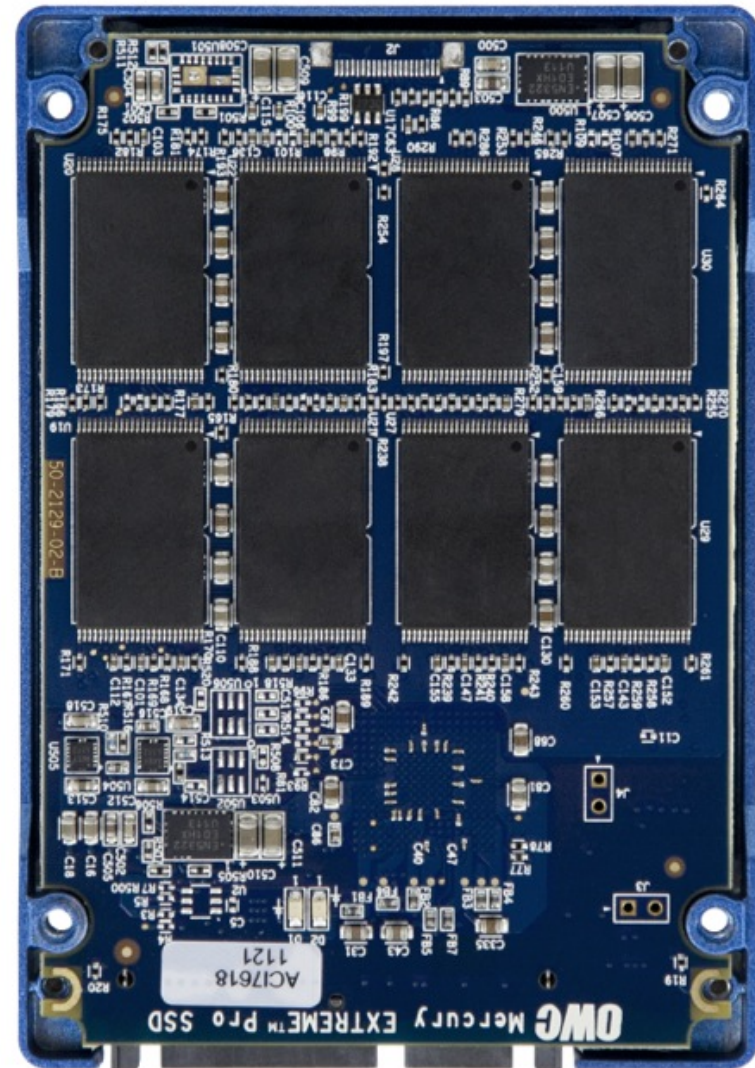
- product costing & integrity
- consumer & market education
- complimentary technologies.





FINAL THOUGHTS: GROWTH OPPORTUNITIES

- **OWC sees the definitive need to develop innovative technology that surrounds and supports flash in the demanded applications, while maintaining balance**
 - SandForce controllers success with MLC flash applications
 - Capacitor choice, using a SuperCap alternative
- **Focus on making smart decisions in the design of products, for longer life, reducing replacement needs and decreasing supply issues**





Q & A