



**Flash Memory Summit**  
**Santa Clara Marriott/Santa Clara, California: August 12-14, 2008**  
[www.flashmemorysummit.com](http://www.flashmemorysummit.com)  
**Press Resource Guide**

**About the Flash Memory Summit**

The Flash Memory Summit is the only conference dedicated entirely to flash memory and its applications. It is intended for system designers, analysts, hardware and software engineers, product marketing and marketing communications specialists, and engineering and marketing managers. It features forums, half-day tutorials, paper and panel sessions, and expert tables. Subjects include embedded applications, laptops, enterprise storage system applications, consumer products, performance, product design, caching methods, design methods, software, new technologies, market research, testing and reliability, and security. The Summit also includes exhibits of the latest products and product awards.

**Reasons to Attend**

Flash memory is a key technology enabling new designs for many products in the consumer, computer and enterprise markets. The Flash Memory Summit brings together the people making these products happen. The Summit also provides opportunities for attendees to network with the companies and experts that are creating the next generation of flash memory hardware and software products.

At the Flash Memory Summit, attendees will learn about latest developments in flash memory, learn to design with the latest flash chips, find new tools for developing flash applications, hear about the latest market trends, find new ways to replace disks in applications, identify new applications for non-volatile memory, and find new methods for reducing power consumption.

**Keynotes**

- Eli Harari, Chairman and CEO, SanDisk
- Paul Prince, CTO Enterprise Systems, Dell
- Knut Grimsrud, Intel Fellow/Director, Storage Architecture, Storage Technologies Group, Intel
- Ed Doller, Chief Technology Officer, Numonyx
- Jim Elliot, Vice President of Memory Marketing, Samsung Semiconductor Corporation Inc.
- Dean Klein, Vice President of Memory System Development, Micron Technology
- Bertrand Cambou, President and Chief Executive Officer, Spansion

**Best of Show Awards**

The Flash Memory Summit Best of Show Awards recognizes the most innovative products and solutions. Awards will be announced in three categories:

- Most Innovative Flash Memory Application
- Most Innovative Flash Memory Technology
- Most Innovative Flash Memory Customer Implementation

A panel of judges will evaluate nominations based on distinctiveness of the application, technology, or product; central use of flash memory as a customer solution; and technical and business significance to the general marketplace. Winners will be announced at the Flash Memory Summit Awards evening reception in the Exhibit Hall on August 13. Nomination forms are available at [www.flashmemorysummit.com](http://www.flashmemorysummit.com).

**Market Size**

- According to iSuppli, the NAND flash market in 2007 was \$13.9 billion (up 12% from 2006). Samsung had 42% of it, followed by Toshiba (28%), and Hynix (17%). NOR flash market in Q1 2007 was \$1.9 billion (down 12% from 2006). Spansion had 33% of it, followed by Intel (22%) and ST Microelectronics

(14%). Intel and ST recently combined their NOR flash units in a new independent entity called Numonyx.

- According to iSuppli, total nonvolatile memory market was \$22.5 billion in 2007 and will surpass \$37.7 billion by 2011.

### **Typical Applications**

Flash is rugged, small, low-cost, low-power, and fast; it allows for compact systems with simple startup and low power consumption. It is ideal for consumer applications such as cellphones, digital cameras, and music players, and is also useful in computers, communications systems, and military/defense applications. It can replace hard disks for storage in applications where its higher cost is balanced by its smaller size, greater ruggedness, and lower power consumption.

### **Types of Flash Memory Cards**

- CompactFlash (CF) cards are the size of a matchbook, incorporate a controller, and use an IDE interface similar to the one used in PCs.
- Memory Stick is a proprietary format devised by Sony. Memory Stick Duo is a newer version.
- MultiMedia cards are the size of a postage stamp or smaller and are intended for digital cameras, mobile phones, and pagers.
- Secure Digital (SD) cards are derived from MultiMediaCards but incorporate cryptographic security protection for copyrighted materials such as music. SD cards have a lock switch similar to the one found on floppy diskettes to prevent writing.

### **Flash Memory's Advantages**

Flash memory is solid-state, hence no moving parts and more rugged than hard disks, small size, low-cost, low-power, non-volatile, high-speed, no boot time, improved battery life, greater durability. Flash is available in any size, unlike disks, which come only in specific large sizes.

### **Challenges Facing Flash Memory**

The disadvantages of flash memory is that it is more expensive than disks by up to a factor of 100, it is usually limited to relatively small sizes of a few GB, it eventually wears out - endurance levels are typically around 100,000 write/erase cycles for single level cell technology and significantly lower for multi-level cell NAND, it can use a lot of power in writing, and its write speed is relatively low - hence unsuitable for swapping large amounts of data as in video applications. Furthermore, the supply is somewhat restricted due to large amounts going into a few high-volume applications such as the Apple iPod Nano.

### **Media Registration**

Complimentary press/analyst registration is available at [www.flashmemorysummit.com](http://www.flashmemorysummit.com) or by contacting ZNA Communications at (831) 425-1581, [ccc@zna.com](mailto:ccc@zna.com).

### **Media Contacts**

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