

Non Volatile Memory Conference 2008

"If They Build It, Will They Buy?"

Monday, July 21, 2008
Hyatt Regency, Santa Clara

Session 1: Semiconductor Industry & Memory Market Outlook (2008 - 2012)

9:00 am - 9:30 am

- Macroeconomic developments: political, economic, social, broad technology
- Market prognosis for 2008
- Five year outlook: 2008-2012
- Industry demand side analysis and forecast by market segments and geography
- Industry supply side analysis and forecast

Session 2: Memory and Storage at Inflection Point

9:30 am - 10:00 am

- Reshuffling market segments: stationary, portability and mobility
- Rejuvenation of Stationary and Portable computing characteristics
- Mobility segment requirements and applications
- Storage for fusion computing applications
- Marketing alignment: alliances and IP portfolio
- Historic and future perspective on Flash storage

10:00 a.m. – 10:30 a.m. Break

Session 3: Flash Memory Technology – What's Next

10:30 am – 12:15 pm

- NOR Technology
- NAND Technology
- MLC (Multi-Level Cell) and MBC (Multi-Bit Cell) two, three and four bits per cell
- Emerging Memory Technologies
- Production Capacity Forecast
- Economics and Demand: Can the industry afford it or not?

12:15 p.m.– 1:15 p.m. Lunch

Session 4: Flash Memory Applications & End-Use Markets Forecast (2008 - 2012)

1:15 pm - 2:15 pm

- Market developments: serial NOR, NOR, NAND, TC
- Stationary applications – New life in DTV/computing
- Portable applications – SSD's impact
- Mobile applications – Still industry leader

Session 5: Controllers' Impact on Solid State Storage – Denali

2:15 pm - 3:00 pm

- Controllers
- Flash Cards
- Embedded Flash Drive
- Flash Cache
- Solid State Drives (Consumer/ Commercial and Enterprise)

3:00 p.m. – 3:30 p.m. Break

Session 6: Mobility Storage: Flash Cards, Solid State Drives, Hybrid Drives, and small form factor HDDs

3:30 pm - 4:30 pm

- Historic and forecast perspective on the Storage industry: technologies and players
- New Storage market definition by application
- HDD market (2.5"/1.8") requirements for consumer applications
- Flash cache and Hybrid Drives by market requirements
- SSD market by application
- Flash Memory Cards, Embedded Flash Drives, HDD vs. HHD vs. Solid State Drives

Session 7: Usage Models for Enterprise SSDs – Panel Discussion

4:30pm-5:15pm

- Dell – Gary Kotzur
- HP – Jieming Zhu
- Concurrent – Tim Dodge
- IBM – Andrew Walls
- Samsung – Hubbert Smith

5:15 P.M. – 5:30 P.M. **Q&A**

Time schedule

8:15 a.m. – 8:50 a.m. – **Registration**
8:50 a.m. – 9:00 a.m. – **Welcome**
9:00 a.m. – 9:30 a.m. – **Session 1**
9:30 a.m. – 10:00 a.m. – **Session 2**
10:00 a.m. – 10:30 a.m. – **Break**
10:30 a.m. – 12:15 p.m. – **Session 3**
12:15 p.m. – 1:15 p.m. – **Lunch**
1:15 p.m. – 2:15 p.m. – **Session 4**
2:15 p.m. – 3:00 p.m. – **Session 5**
3:00 p.m. – 3:30 p.m. – **Break**
3:30 p.m. – 4:30 p.m. – **Session 6**
4:30 p.m. – 5:15 p.m. – **Session 7**
5:15 p.m. – 5:30 p.m. – **Q&A/Conclusion**

Registration fee: \$995 per person
3 for the price of two
4 at \$650 each
5 or more - \$600 each

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The 2008 NVM Conference precedes the Denali MemCon a three day memory conference and provides the attendee with an in-depth view of the memory and storage markets especially as the memory and storage performance requirements are increasing for Solid State Storage.

Web-Feet Research will be presenting our detailed analyses for sessions: 1, 2, 3, 4, and 6.

Guest speakers:

Session 5, to be conducted by Bob Pierce from Denali, will focus on controllers and their impact on Flash cards, Embedded Flash Drives, Flash cache, and Solid State Drives.

In Session 6, Walker Blount will discuss the forecast for all types of SSDs: Low Cost PC, Notebooks and PCs, and Enterprise SSDs and their relation to HDDs.

Session 7 will be a panel discussion from industry experts from the Enterprise storage markets. Dell – Gary Kotzur, HP- Jieming Zhu, Concurrent – Tim Dodge, IBM – Andrew Walls, and Samsung – Hubbert Smith.

NVM Conference location:

Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95054