2010 Non Volatile Memory Conference

"Developing Successful Strategies for the NVM Revolution: 2010-2020"

Wednesday, September 22, 2010

Biltmore, Santa Clara

Session 1: Economic Factors Driving Memory - Memory Market Outlook (2010 - 2020)

9:00 am - 9:30 am

- Macroeconomic developments: political, economic, social, broad technology
- Market prognosis for 2011
- Five year outlook: 2010-2015
- Industry demand side analysis and forecast by market segments and geography
- Industry supply side analysis and forecast

Session 2: NVM Memory Applications & End-Use Markets Forecast (2010 - 2015)

9:30 am.– 10:30 am

- Restructuring market segments: consumer, mobile and computing
- Market developments: serial NOR, NOR, NAND, SCM, NVM
- Computing applications – New life in Data Center /computing
- Consumer applications – connecting & Internet
- Mobile applications – Still industry leader
- Historic and future perspective on Flash storage

10:30 a.m. – 10:45 a.m. Break

Session 3: Beyond Flash Memory Technology

10:45 am – 12:00 pm

- SCM – Two Markets or One
- RAM/NOR Technology
- Storage Technology - MLC (Multi-Level Cell) and cross point or 3D
- Flash limitations
- Emerging Memory Technologies
- Economics and Demand: When will the industry afford to switch?

12:00 p.m. – 1:00 p.m. Lunch

Lunch Speaker: What to Expect with New SCM/NVM Technologies and Storage Systems - Dr. Vijay Karamcheti, CTO, Virident Systems

Session 4: SCM Memory and Storage - Who will Make It? - panel discussion

1:00 pm - 2:15 pm

- Adesto – Narbeh Derhacobian
- Unity – Darrell Rinerson
- Micron (Numonyx) – Ed Dollar
- Avalanche – Petro Estakhri
- QS Semiconductor – Keyhan Sinai
- MagSil – Jay Kamdar

Session 5: Mobile Market's Impact on NVM/SCM – RIM – Karin Werder

2:15 pm - 3:00 pm

- Multi Chip Packaging - MCP
- Controllers
- ECC, External Signal Processing
- Embedded Flash Drive
- Flash Cache
- SCM – Future

3:00 p.m. – 3:15 p.m. Break

Session 6: Solid State Storage - Hope for the Future or Now?

3:15 pm - 4:15 pm

- Historic and forecast perspective on the Storage industry: technologies and players
- Accelerators/Adopters of SSDs by Segment: Client, Enterprise
- SSD Standardization – Where is the focus
- SSD and Module market by application

Session 7: 2015-2020 'Thru Looking Glass' Storage Evolution – Panel Discussion

4:15pm-5:15pm

- AMAT – Hans Stork
- Fusion-io – David Flynn
- Microsoft –
- SandForce – Steffen Hellmold
- WDC – Michael Hajek
- Virident – Vijay Karamcheti

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. – 10:30 a.m. – **Session 2**
10:30 a.m. – 10:45 a.m. – **Break**
10:45 a.m. – 12:00 p.m. – **Session 3**
12:00 p.m. – 1:00 p.m. – **Lunch**
1:00 p.m. – 2:15 p.m. – **Session 4**
2:15 p.m. – 3:00 p.m. – **Session 5**
3:00 p.m. – 3:15 p.m. – **Break**
3:15 p.m. – 4:15 p.m. – **Session 6**
4:15 p.m. – 5:15 p.m. – **Session 7**
5:15 p.m. – 5:30 p.m. – **Q&A/Conclusion**

Registration fee: $999 per person
3 for the price of two
5+ contact WFR/WM for group discounts

Registration is through
Email: Registration@NVMConference.com

Web-Feet Research
www.web-feetresearch.com
Tel: 831.373.1985
Fax: 831.648.8279

Westwood Marketing, LLC
www.WestwoodMarketing.Biz
Tel: 303.713.0055
Fax: 303.713.0099

The 2010 NVM Conference takes place on Wednesday, September 22nd 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 and Westwood Marketing will be presenting our detailed analyses for sessions: 1, 2, 3, and 6.

Guest speakers:

Session 4, will be a SCM panel discussion from memory and systems manufacturers that will focus on SCM making it in NV-RAM or storage.
Session 5, to be conducted by RIM, will assess the impact of Mobile handsets on NVM / SCM, Flash controllers and on MCPs, removable cards, cache, and Embedded Flash Drives.
Session 7 will be a panel discussion from industry experts on the Storage market 2015-2020.

NVM Conference location:

Biltmore Hotel & Suites
2151 Laurelwood Road (Montague Expressway & Hwy 101)
Santa Clara, CA 95054