

Enterprise Storage  
Consumer Electronics  
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Embedded



**Flash Memory**  
**SUMMIT**

# Preview Program

2008 Flash Memory Summit and Exhibition  
Santa Clara Marriott  
Santa Clara, California USA

**August 12-14, 2008**

[www.flashmemorysummit.com](http://www.flashmemorysummit.com)

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**Developers, vendors and end users come together to share their knowledge, experience and solutions at Flash Memory Summit.**

## The Only Conference Dedicated to Flash Memory!

The flash wave is up and running. How can you assure that it won't pass you by?

Flash is in MP3 players, cameras, cell phones, laptops, cars, servers, routers, spacecraft, and the military – it's everywhere! New applications of flash appear every day. Coughlin Associates forecasts that by 2012 over 90 exabytes (90 quintillion bytes) of flash memory will ship into consumer applications.

Objective Analysis projects that "The combined market for all segments will approach \$60 billion by 2012."



Engineers, marketers, and executives all face new challenges. How do you design effectively with flash? What new products

can you create? How do you manage and secure content? How can you cope with rapid changes in price and supply? Find out the answer to these and many other questions at the 2008 Flash Memory Summit.

No matter what your role in the industry, Flash Memory Summit is where you will:

- Network with peers and potential partners.
  - Find out how to make flash work in your systems and designs.
  - Learn how to make SSDs live up to their true potential.
  - Get a chance to network with leading flash-based companies.
- 
- "The combined market for all segments will approach \$60 billion by 2012."***
- 
- Learn about what your customers really want in their flash-based products.
  - Find out what's ahead in flash and future nonvolatile memory technologies.

Flash Memory Summit brings together executives, design engineers, OEMs, product managers, hardware and software developers, security and digital rights experts, marketers, distributors, and solution providers to create the next generation of flash memory products and designs. The 2008 Flash Memory Summit

will be bigger than ever. There will be exciting sessions, workshops, tutorials, and heated discussions, along with a sizeable exhibit area and coveted company and product prizes.

Attendees will make valuable connections with experts from a variety of companies and learn about key topics. Flash Memory Summit is your key to success as a designer, product manager, component supplier, marketer, distributor, solution provider, consultant, executive, or salesperson working with flash memory or its ecosystem.

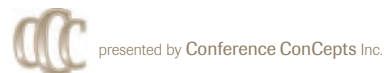
We look forward seeing you there!

**Tom Coughlin**  
**President**  
**Coughlin Associates**



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## Summit Highlights

# Making Systems Mobile, Rugged and Fast



**Flash Memory Summit** is the only conference dedicated entirely to flash memory and its applications. Summit attendees will learn about embedded applications, consumer applications, laptop design, solid state drives, flash in enterprise storage, green flash, mobile applications, flash performance, flash-based design, and hybrid flash-disk drives. All the major industry leaders will be there with keynotes from Micron, Dell, Spansion, SanDisk, Samsung, Intel, and Numonyx. And the very latest products will be in the exhibit hall. There will even be a full-day executive update for managers who need an insight-packed overview of this fast-moving field.

### Key Sessions include:

- All-day forum on flash in enterprise storage systems with speakers from Intel, Seagate, Sun, STEC, Smart Modular, EMC, Xitech, and others
- Welcoming reception and year-in-review panel with speakers from Dell, EMC, SanDisk, and others
- Beer, Pizza, and Chat with the Experts where attendees get to discuss a wide range of topics and ask questions in small groups
- Plenary session on Life Beyond Flash: New Non-Volatile Memory Technologies with the latest approaches from IBM, Grandis, SanDisk, Numonyx, and NASA Ames
- Special Open Tutorial on Creating the Next Breakthrough Consumer Application where attendees will learn about what could rival iPod and iPhone as best-sellers

If you are a hardware or software designer, engineering manager, marketing or marcom specialist, or product manager, don't miss this year's Summit. It's also great for executives, venture capitalists, analysts, consultants, and editors.



## Best of Show Awards Contest

Sponsored by Virident

Flash Memory Summit Awards represent a great opportunity for industry recognition of your company's products and solutions. Award winners have the opportunity to effectively build brand and image as an innovative leader in the marketplace. Don't miss this chance to have your company's solutions in lights!

### Categories

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

### Deadline

Entries are due by 6 pm Pacific Standard Time on Friday, July 25th.

Winners will be announced and prizes awarded on August 13th during the evening reception in the Exhibit Hall.

Best of Show Awards information and entry forms are available online:

[www.flashmemorysummit.com](http://www.flashmemorysummit.com)

Exhibitor/Sponsor opportunities, please email [awards@flashmemorysummit.com](mailto:awards@flashmemorysummit.com).

*continued*

## Summit Highlights (continued)

### Open Plenary Session: Green Flash

**Tuesday, 1:30 - 2:30 pm**

Are your servers electricity guzzlers? Do they run up power bills that far exceed their initial cost? You can learn to make them lean, mean, energy-saving machines! Flash can reduce power consumption, increase performance, simplify startup, and produce big financial savings. You will even learn how to threaten recalcitrant, energy-wasting servers with recycling, make servers behave well and think green!

### Executive Update

**Wednesday, 8:30 - 10:50 am  
and 2:40 - 5:00 pm**

From the boardroom to production floor, flash technology is impacting innovation and profitability in profound ways. This session provides the essential elements to help you understand, address and communicate issues affecting the "business of flash." Each speaker will include:

- Single most important point
- Single key warning or critical issue
- Single best source for current information

The morning session will focus on markets, and the afternoon session on technology. Panels at the end of each session will allow audience members to address specific concerns and obtain clarification and additional insight.

### Beer, Pizza and Chat with the Experts

**Wednesday, 7:00 - 8:30 pm**

Flash memory is the key to digital cameras, the Apple iPod, and the Apple

iPhone. What's next? Surely there are other markets that depend on rugged, small, fast, low-power, low-cost storage. Attend this session and talk to industry leaders from companies such as Samsung, Micron, Dell, Lexar, Sun and many others. They'll be heading table discussions on subjects such as hybrid disks, embedded applications, software, new technologies, consumer applications, security, markets, standards, computer applications, enterprise applications, and data recovery.

### Closing Panel: Top Ten Things You Need to Know about Flash Memory

**Thursday, 3:15 - 4:30 pm**

With new devices, new approaches, and new applications appearing constantly, the flash market is in the midst of evolving market dynamics. With all the news and hype, how can you determine what really matters for your business in the coming year?

This panel will draw from the experience of participants from leading companies to develop a preliminary top ten list of things you need to know to avoid being blindsided this year. The audience will provide input, and everyone vote on the final list, which will be posted on the Summit website. You'll leave this panel having no excuses about not knowing and not agreeing to the forces that matter in the flash memory market.

Topics will include:

- Technologies
- Markets
- Applications
- Methodologies
- News and Views

*"[Flash is] the one thing that will change the storage industry more than anything else over the next ten years."*

– Joe Tucci, CEO, EMC

## 2008 Exhibitors

*(current as of 7/1/08)*

Blunk Micro  
BPM Micro Networks  
CacheBase  
Cipher Solutions  
Compact Flash Assn  
Data I/O  
Denali SW  
Encryptx  
Entertainment Storage Alliance  
Finisar  
Flexstar Technologies  
Fusion I/O  
HybridStorageAlliance  
IDEMA  
IEEE-CES  
IEEE-CNSV  
International Microsystems  
Micron Technology  
MMCA  
Mosaid  
Mtron  
Numonyx  
Online Copy  
Samsung  
SanDisk  
Smart Modular  
STEC  
Entorian  
Bitmicro  
Tanisys

## Keynote Speakers

Tuesday, August 12th, 11:15 am - Noon

### Dean Klein

VP Memory System Development, Micron Technology

Dean Klein held several positions at before taking on memory technologies and capabilities at Micron Technology. He co-founded and served as President of PC Tech, previously a wholly-owned subsidiary of Micron Electronics. Mr. Klein earned a B.S. and masters in electrical engineering at the University of Minnesota. He holds over 190 patents in the areas of computer architecture and electrical engineering. He also serves as technical advisor to several organizations.



Tuesday, August 12th, 1:00 - 1:30 pm

### Paul Prince

CTO Enterprise Systems, Dell

Paul Prince leads Dell's Client and Server Architecture teams and associated core technologies. He manages the executive and technical interface to some of Dell's top vendors, and is engaged in developing strategies for how technologies intersect the Dell product roadmap. Paul has been in the computer industry for almost twenty years, including a significant period with Intel, where he was responsible for server platform architecture. His expertise lies in system architecture.

Wednesday, August 13th, 11:00 - 11:30 am

### Bertrand Cambou

President / CEO, Spansion

Bertrand Cambou defines Spansion's strategic direction and brings focus to the company's ultimate objective—redefining NOR Flash memory. A recognized technology innovator and holder of 15 patents, Cambou brings more than 21 years of leadership to his current position. Cambou served at AMD as Memory Group VP and Executive VP. Prior to AMD he



was COO of Gemplus International, a leader in the smartcard industry. Cambou's diverse background includes a 15-year tenure with Motorola. Cambou holds an engineering degree from Supélec, Paris, and a Ph.D. in electronics from Paris XI University.

Wednesday, August 13th, 11:30 am - Noon

### Eli Harari

Chairman / CEO, SanDisk

Eli Harari has served as CEO of SanDisk, the world's largest supplier of flash memory data storage products, since its inception in 1988.



A pioneering leader in both technology and business, Harari holds more than 100 patents in non-volatile semiconductor devices. Harari earned his B.S. in physics from Manchester University, and his masters and Ph.D. in solid state sciences from Princeton University. Between 1973 and 1983, Dr. Harari held technical management positions at Intel, Honeywell, and Hughes Aircraft Microelectronics.

Wednesday, August 13th, 2:00 - 2:30 pm

### Jim Elliott

VP Memory Marketing, Samsung Semiconductor

Jim Elliott has more than 12 years of experience in the semiconductor industry, focusing on product marketing at major multinational companies. He started his semiconductor career in 1996 at Hitachi in SRAM marketing. In 1997 he moved into the volatile world of DRAM when he joined Fujitsu Microelectronics. Jim earned a B.A. from the University of California at Davis, and later received his masters in business administration from California Polytechnic University, San Luis Obispo. He has been a featured guest speaker at a number of industry-wide events, including the Intel Developer Forum, MemCon, StorageVisions and the Flash Memory Summit.



Thursday, August 14th, 11:00-11:30am

### Ed Doller

CTO, Numonyx

Ed Doller has been CTO of Numonyx since its formation in 2008. He held a variety of positions at Intel in the flash memory group before being named their CTO in 2004, and also held several key positions at IBM in advanced semiconductor memories. With over 24 years of experience in semiconductor memories, Ed holds multiple patents and is a co-author of the IEEE floating gate standard. He received a B.S. in computer engineering from Purdue University in 1984.



Thursday, August 14th, 11:30am-Noon

### Knut Grimsrud

Fellow / Director Storage Architecture, Storage Technologies Group, Intel

Knut Grimsrud is responsible for storage interface definition and enabling, and new mainstream storage innovations for Intel platforms. Grimsrud and his team currently manage definition and ongoing evolution of the Serial ATA and CE-ATA interfaces. He joined Intel in 1993 as a hardware engineer. Grimsrud received his B.A. in 1988, his masters in electrical and computer engineering in 1989 and his Ph.D. in 1993, all from Brigham Young University. He holds 23 patents, has received a Lifetime Achievement Award from Intel IDF, and chairs the Board of Directors for the Serial ATA International Organization and the steering committee of the CE-ATA Working Group.



# Why Attend This Year's Summit?

**2008 Flash Memory Summit & Exhibition**  
**August 12-14, 2008**  
**Santa Clara Marriott**  
**Santa Clara, California USA**

## Value

At the 2008 Flash Memory Summit, you will find best-practice-based education at a cost of about \$50 per session. Where else will your organization's training program find that kind of value?

## Major Applications

The Flash Memory Summit covers major flash application areas, including consumer, enterprise storage, mil/aero, and embedded. It includes sessions for designers, executives, marketers, and managers, and is the place to learn about solid state drives, which are "the most exciting thing going on in storage today" (John Fowler, Sun Executive VP). It also includes the latest market research on dominant applications in the future.

## Best Source

Flash Memory Summit is the only event of its kind. It's the place to get all the information you need about flash memory.

It has by far the most coverage, the most products, and the most authorities of any event. Nothing else comes close!

## Industry Visionaries

Flash Memory Summit brings together the industry's most brilliant and prolific minds. Hear first hand from leaders in every area of specialization.

## Networking

Meet with the leaders in the field. Talk to the key product suppliers. Hear from others with similar problems and issues. Learn what the major organizations have to offer. And take advantage of our Beer, Pizza, and Chat with the Experts Session for one-on-one discussions with experts on specific subjects.

## Exhibits

Flash Memory Summit provides a unique opportunity for one-stop shopping. Meet hardware and software developers, policy

makers, component manufacturers, marketers and venture capitalists, representing companies large and small.

## Early-Bird Discounts

Early registration means real savings—enough to put a substantial dent in travel and lodging expenses. See the Registration form on page 10 (or online) for pricing and deadlines.

If you are an end user, you may qualify for free admission. For information, email [info@flashmemorysummit.com](mailto:info@flashmemorysummit.com).

## Inspiration

You'll leave the Flash Memory Summit with the knowledge needed to design effectively. And you'll know where to find products, information, and expertise you'll need along the way. You'll be able to take advantage of a world of knowledge and experience in working with these exciting new technologies.

## Join the sharpest minds in the world of flash memory!

- Explore the latest consumer, computer, and embedded applications
- Learn about advances in hybrid drives, security, software, and mobile systems
- Get up to speed on the emerging solid state drives (and their use in place of and together with hard disks)
- Hear the latest market research
- Network with leading flash memory companies, as well as peers and potential suppliers and customers



# Summit Schedule (current as of 7/1/08)

**OPEN:** indicates session is open to all Summit attendees. All other sessions for paid registrants only.

## Tuesday, August 12

8:00 - 8:30 am

### Registration / Continental Breakfast

8:30 - 11:20 am

### Forum 1A: Flash Memory in Embedded Systems

Rob Hart, Datalight; Daniel Harris, Electronic Design; Michael Abraham, Micron; Bill Frank, CompactFlash Association; Ed Beeman, 2010 Tech; Don Verner, Intel; Gary Drossel, SiliconSystems

### Forum 1B: Laptop Design

Mike Trainor, Intel; Rob Enderle, Enderle Group; Doreet Oren, SanDisk; Todd Dinkelman, Micron Technology; Marco Sanvido, Trusted Computing Group; Robin Harris, StorageMojo; Don Larson, Intel

### Forum 1C: Flash in Enterprise Storage Systems

Ryan Floyd, Storm Ventures; Jim Handy, Objective Analysis; Rob Peglar, Xiotech; Ryan Floyd, Storm Ventures; Jim Porter, Disk/Trend; Robin Harris, StorageMojo; Steffen Hellmold, Seagate; Mike Cornwell, Sun Microsystems; Alan Fitzgerald, Smart Modular; Touhid Raza, Intel; Marius Tudor, BitMicro Networks; Steve Garceau, STEC; David Flynn, Fusion-IO; Rich Vignes, Seagate

10:00 - 10:15 am

### Break

11:30 am - Noon

### **OPEN: Keynote 1: Dean Klein, Micron Technology**

Noon - 1:00 pm

### Lunch

1:00 - 1:30 pm

### **OPEN: Keynote 2: Paul Prince, Dell**

1:30 - 2:30 pm

### **OPEN: Special Plenary Session: Green Flash**

Michael Kanellos, Greentech Media; Jan Silverman, Spansion; Pat Wilkison, STEC; Deepak Shankar, Mirabilis Design; Pete Hazen, Intel; Brad McCredie, IBM

2:40 - 3:45 pm

### Forum 2C: Flash in Enterprise Storage System Applications

(continued)

Jim Handy, Objective Analysis; Mike Cornwell, Sun Microsystems; Lawrence Schwartz, EMC; Rob Peglar, Xiotech; Tim Dodge, Concurrent Computer; Adam Leventhal, Sun Microsystems

2:40 - 5:30 pm

### Forum 2A: Solid State Drives (SSDs)

Tom Coughlin, Coughlin Associates; Scott Stetzer, STEC; Nelson Duann, Silicon Motion; Tony Park, INDILINX; Greg Goelz, Pliant Technology; Y.R. Kim, Samsung Semiconductor  
**Panel Discussion: Evolution of SSD Market Segmentation**  
Steffen Hellmold, Seagate; Don Barnetson, SanDisk; Justin Sykes, Micron; Michael Hajeck, SiliconSystems; Y.R. Kim, Samsung; Greg Goelz, Pliant Technology

### Forum 2B: Flash Performance

John Geldman, Lexar; Brian A. Berg, Berg Software Design; Munif Farhan, Dell; Keith Garvin, Datalight; Ryan Fisher, Micron Technology; Roland Schuetz, MOSAID Technologies; David Won, INDILINX; Eitan Yaakobi, UCSD

3:45 - 4:00 pm

### Refreshment Break

5:30 - 7:00 pm

### **OPEN: Welcoming Reception and Year in Review**

Andy Marken, Marken Communications; Ryan Floyd, Storm Ventures; Alan Fitzgerald, Smart Modular; Bill Glazier, Virident; Lawrence Schwartz, EMC; Mishael Agami, SanDisk; Munif Farhan, Dell; Bob Jueneman, Spyrus

## Wednesday, August 13

8:00 - 8:30 am

### Registration / Continental Breakfast

8:30 - 10:50 am

### Tutorial 1A: Introduction to Flash Memory

Jim Cooke, Micron; Gregory Wong, Forward Insights

### Tutorial 1B: Designing Flash-Based Products

Sponsored by Denali Software

Michael Abraham, Micron; Keith Garvin, Datalight; Brandon White, BPM Microsystems; Greg Bray, University of Utah; Bob Pierce, Denali Software

### Executive Update

Kerri McConnell, Datalight; Chuck Sobey, Channel Science; Steve Weinger, Samsung; Kevin Morris, TechFocusMedia; John Rydning, IDC; David Jevans, IronKey; Jeff Janukowicz, IDC; Anil Vasudeva, IMEX Research; Pat Wilkison, STEC; Wade Campbell, Smart Modular; Ira Cohen, SanDisk; Barmak Sani, Townsend and Townsend and Crew; Hubbert Smith, Samsung; Josh Tinker, Hybrid Storage Alliance/Seagate

9:45 - 10:00 am

### Refreshment Break

11:00 - 11:30 am

### **OPEN: Keynote 3: Bertrand Cambou, Spansion**

11:30 am - Noon

### **OPEN: Keynote 4: Eli Harari, SanDisk**

Noon - 2:00 pm

### **OPEN: Lunch / Exhibits Open**

2:00 - 2:30 pm

### **OPEN: Keynote 5: Jim Elliott, Samsung**

*continued*

**Summit Schedule (continued)**

**OPEN:** indicates session is open to all Summit attendees. All other sessions for paid registrants only.

2:40 - 3:45 pm

**OPEN: Session 101: Design Methods**

Deepak Shankar, Mirabilis Design; Jim Harrison, Electronic Products Magazine; Joel Rosenberg, Virage Logic; Rick Munden, Free Model Foundry; Stephan Rosner, Spansion; Michael McCorquodale, Mobius Microsystems; Lane Hauck, AgigA Technologies

2:40 - 5:00 pm

**Tutorial 2A: New Approaches to Nonvolatile Memory Subsystems**

Debasis Baral, Samsung; Amber Huffman, Intel; Bryan Lawrence, ARM; Peter Gillingham, MOSAID Technologies; Rob Larsen, Intel

**Tutorial 2B: Flash on the Go: Designing for Mobile Applications**

Jim Cooke, Micron; Dave Duncan, EncryptX; Khurram Ismail, Micron Technology; Mishael Agami, SanDisk; John Boodhansingh, Spansion

**Executive Update (Continued)**

3:45 - 4:00 pm

**Refreshment Break**

4:00 - 5:00 pm

**OPEN: Session 102: Software**

Brian A. Berg, Berg Software Design; Jay Elliot, ViaClix; Bill Roman, Datalight; Mike Andrews, NovaStor; Tim Stoutamore, Blunk Microsystems; John Whaley, Moka Five

5:00 - 6:00 pm

**OPEN: All-Industry Reception**

5:00 - 7:00 pm

**OPEN: Exhibits Open**

5:30 pm

**OPEN: Flash Memory Awards Presentation**

Sponsored by Virident

7:00 - 8:30 pm

**OPEN: Beer, Pizza, and Chat with the Experts**

Tom Coughlin, Coughlin Associates; Jim Handy, Objective Analysis; Jim Cooke, Micron Technology; Michael Abraham, Micron Technology; Tim Stoutamore, Blunk Microsystems; Vijay Ahuja, Cipher Solutions; John Goldman, Lexar; Munif Farhan, Dell; Jim Cantore, JLC Associates; Jim Porter, DISK/TREND; Sean Barry, Kroll OnTrack; Josh Tinker, Hybrid Storage Alliance/Seagate; Mike Cornwell, Sun Microsystems; Bob Barry, Team Research; TBD, PNY

**Thursday, August 14**

8:00 - 8:30 am

**Registration / Continental Breakfast**

8:30 - 9:40 am

**OPEN: Plenary Session: Life Beyond Flash – New Non-Volatile Memory Technologies**

Jim Cantore, JLC Associates; Stuart Parkin, IBM; Farhad Tabrizi, Grandis; Alper Ilkbahar, SanDisk; Meyya Meyyappan, NASA Ames Research Center; Mark Leinwander, Numonyx

9:40 - 10:00 am

**Refreshment Break**

10:00 - 10:50 am

**Session 201: Keeping the Promise of Reliability**

Chuck Sobey, Channel Science; Sean Barry, Kroll OnTrack; Keith Garvin, Datalight; Scott Shadley, STEC; Paul Okino, Verigy

**OPEN: Session 202: Market Research**

Jim Handy, Objective Analysis; Ryan Floyd, Storm Ventures; Jim McGregor, In-Stat; Alan Niebel, Web-Foot Research; Jim Cantore, JLC Associates

11:00 - 11:30 am

**OPEN: Keynote 6: Ed Doller, Numonyx**

11:30 am - Noon

**OPEN: Keynote 7: Knut Grimsrud, Intel**

Noon - 1:00 pm

**Lunch**

Noon - 2:00 pm

**OPEN: Exhibits Open**

1:15 pm

**OPEN: Raffle**

2:00 - 3:00 pm

**OPEN: Session 203: Security**

Vijay Ahuja, Cipher Solutions; John Goldman, Lexar; Susan Callahan, Safend; Keicy Chung; David Deitcher, Discretix; Craig Rawlings, Kilopass Technology; Chris Ciabarra, Network Intercept

2:00 - 4:30 pm

**OPEN: Special Tutorial: Creating the Next Breakthrough Consumer Application**

Michael Romero, SanDisk; Melissa Perenson, PC World; Kyle Wiens, iFixit; Gary Montgomery, Spansion; Bob Barry, Team Research; Michael Romero, SanDisk; Jay Elliot, ViaClix

3:00 - 3:15 pm

**Refreshment Break**

3:15 - 4:30 pm

**OPEN: Session 204: Closing Panel – Flash Memory Top Ten Things You Need to Know about Flash Memory Today**

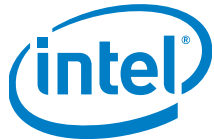
IdaRose Sylvester, Independent Consultant; Bob Pierce, Denali Software; Khandker Quader, SanDisk; Mark Leinwander, Numonyx; John Goldman, Lexar; Tony (T.K.) Kim, Samsung

## Sponsors (current as of 7/1/08)

**Our thanks to these organizations for their support of the 2008 Flash Memory Summit.**

*Flash Memory Summit thanks SanDisk for their generous donation of flash drives for the Conference Proceedings, and Online Copy for preparing the drives.*

### Platinum Sponsors



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## Our thanks to this year's speakers.

(current as of 7/1/08)

### Michael Abraham

Micron Technology

### Mishael Agami

SanDisk

### Vijay Ahuja

Cipher Solutions

### Mike Andrews

NovaStor

### Debasis Baral

SISA HDD Labs

### Don Barnetson

SanDisk

### Bob Barry

Team Research

### Sean Barry

Kroll OnTrack

### Ed Beeman

2010 Tech

### Brian Berg

Berg Software Design

### John Boodhansingh

Spansion

### Greg Bray

OQ Measures

### Susan Callahan

Safend

### Bertrand Cambou

Spansion

### Wade Campbell

Smart Modular Devices

### Jim Cantore

JLC Associates

### Keicy Chung

CacheBase

### Chris Ciabarra

Network Intercept

### Ira Cohen

SanDisk

### Jim Cooke

Micron Technology

### Michael Cornwell

Sun Microsystems

### Tom Coughlin

Coughlin Associates

### David Deitcher

Discretix

### Todd Dinkelman

Micron Technology

### Tim Dodge

Concurrent Computer

### Ed Doller

Numonyx

### Gary Drossel

SiliconSystems

### Nelson Duann

Silicon Motion

### Dave Duncan

EncryptX

### Jay Elliot

ViaClix

### Jim Elliott

Samsung Semiconductor

### Rob Enderle

Enderle Group

### Munif Farhan

Dell

### Ryan Fisher

Micron Technology

### Alan Fitzgerald

Smart Modular Devices

### Ryan Floyd

Storm Ventures

### David Flynn

Fusion-IO

### Bill Frank

Compact Flash Association

### Steve Garceau

STEC

### Keith Garvin

Datalight

### John Goldman

Lexar Media

### Peter Gillingham

MOSAID Technologies

### Bill Glazier

Virident

### Greg Goelz

Pliant Technologies

### Knut Grimsrud

Intel Storage Technologies Group

### Michael Hajeck

SiliconSystems

### Jim Handy

Objective Analysis

### Eli Harari

SanDisk

### Dan Harris

Electronic Design

### Robin Harris

StorageMojo

### Jim Harrison

Electronic Products Magazine

### Rob Hart

Datalight

### Lane Hauck

AgigA Tech

### Pete Hazen

Intel NAND Products Group

### Steffen Hellmold

Seagate Technology

### Amber Huffman

Intel Storage Technologies Group

### Alper Ilkbahar

SanDisk

### Khurram Ismail

Micron Technology

### Jeff Janukowicz

IDC

### Dave Jevans

IronKey

### Bob Jueneman

Spyrus

### Michael Kanellos

GreenTech Media

### Tony (T.K.) Kim

Samsung Semiconductor

### Y.R. Kim

Samsung Semiconductor

### Dean Klein

Micron Technology

### Rob Larsen

Intel Storage Technologies Group

### Don Larson

Intel NAND Products Group

### Bryan Lawrence

ARM

### Mark Leinwander

Numonyx

### Adam Leventhal

Sun Microsystems

### Andy Marken

Marken Communications

### Kerri McConnell

Datalight

### Michael McCorquodale

Mobius Microsystems

### Brad McCredie

IBM Systems and Technology Group

### Jim McGregor

In-Stat

### Meyya Meyyappan

NASA Ames Research Center

### Gary Montgomery

Spansion

### Kevin Morris

Embedded Technology Journal

### Rick Munden

Free Model Foundry

### Alan Niebel

Web-Feet Research

### Paul Okino

Verigy

### Doreet Oren

SanDisk

### Tony Park

INDILINX

### Stuart Parkin

IBM Almaden Research Center

### Rob Peglar

Xiotech

### Melissa Perenson

PC World

### Robert Pierce

Denali Software

### Jim Porter

DISK/TREND

### Paul Prince

Dell

### Khandker Quader

SanDisk

### Craig Rawlings

Kilopass Technology

### Touhid Raza

Intel NAND Products Group

### Michael Romero

SanDisk

### Joel Rosenberg

Virage Logic

### Stephan Rosner

Spansion

### John Rydning

IDC

### Barmak Sani

Townsend and Townsend and Crew

### Marco Sanvido

Hitachi Global Storage Technologies

### Roland Schuetz

MOSAID Technologies

### Lawrence Schwartz

EMC

### Scott Shadley

STEC

### Deepak Shankar

Mirabilis Design

### Jan Silverman

Spansion

### Hubbert Smith

Samsung HDD Division

### Chuck Sobey

Channel Science

### Scott Stetzer

STEC

### Tim Stoutamore

Blunk Microsystems

### Justin Sykes

Micron Technology

### Ida Rose Sylvester

Independent Consultant

### Farhad Tabrizi

Grandis

### Josh Tinker

Hybrid Storage Alliance/Seagate Technology

### Mike Trainor

Intel Mobile Platforms Group

### Marius Tudor

BitMICRO Networks

### Anil Vasudeva

IMEX Research

### Don Verner

Intel NAND Products Group

### Rich Vignes

Seagate Technology

### Steve Weinger

Samsung Semiconductor

### John Whaley

MokaFive

### Brandon White

BPM Microsystems

### Kyle Wiens

iFixit

### Pat Wilkison

STEC

### David Won

INDILINX

### Gregory Wong

Forward Insights

### Eitan Yaakobi

UCSD

**2008 Flash Memory Summit & Exhibition**  
**August 12-14, 2008**  
**Santa Clara Marriott**  
**Santa Clara, California USA**

## Travel & Lodging

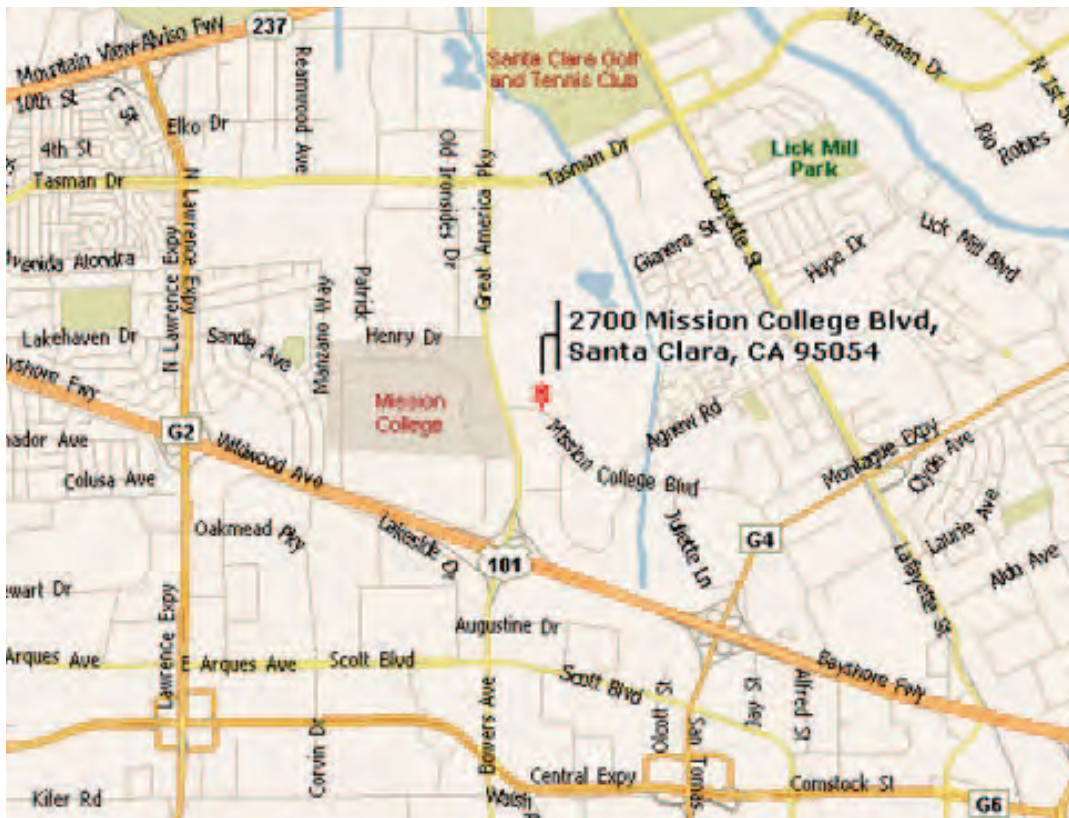


**2700 Mission College Blvd.**  
**Santa Clara, CA 95054 USA**  
**Phone: 408/988-1500**  
**Fax: 408/352-4353**

Santa Clara Marriott is located in the heart of Silicon Valley at the intersection of Mission College Blvd. and Great

America Pkwy. just off Highway 101. Amenities include indoor/outdoor pool, tennis courts, health club and restaurant. Summit attendee's special rate is \$194 nightly single or double. This offer expires July 28, 2008. Overnight parking is \$8.00. Additional expenses may include high-speed internet in your room and wireless access in the lobby.

To reserve call:  
**1 800/228-9290**  
 and identify yourself as a Summit attendee.



**Santa Clara Marriott** is just four miles from San Jose International Airport, and 26 miles from San Francisco International Airport. The hotel's central location is conveniently close to Bay Area attractions. The shops and restaurants of Los Gatos, Saratoga and Palo Alto are a half-hour drive. San Francisco, Santa Cruz and the redwood parks are an hour away.

### Driving Directions

From the 101 Freeway, exit Great America Parkway/Bowers Ave east. The hotel will be immediately on your right, but the entrance is on Mission College Blvd, a right turn at the first traffic signal.

