

# 2009 Non Volatile Memory Conference

## "Beyond Flash – Defining SCM (Storage Class Memories)"

Wednesday, June 24, 2009

Hyatt Regency, Santa Clara

### Session 1: Recovery from the MEM-Recession - Memory Market Outlook (2009 - 2013)

- 9:00 am - 9:30 am
- Macroeconomic developments: political, economic, social, broad technology
  - Market prognosis for 2009
  - Five year outlook: 2009-2013
  - Industry demand side analysis and forecast by market segments and geography
  - Industry supply side analysis and forecast

### Session 2: Flash Memory Applications & End-Use Markets Forecast (2009 - 2013)

- 9:30 am - 10:30 am
- Reshuffling market segments: stationary, portability and mobility
  - Market developments: serial NOR, NOR, NAND, TC
  - Stationary applications – New life in DTV/computing
  - Portable applications – SSD's impact
  - 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 – Defining SCM

- 10:45 am – 12:00 pm
- SCM Definition – 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

### Session 4: SCM Memory and Storage Applications panel discussion

- 1:00 pm - 2:15 pm
- Seagate – Steffen Hellmold
  - Unity – Darrell Rinerson
  - Numonyx – Sean Eilert
  - Intel – Al Fazio
  - QS Semiconductor – Bob Goodman
  - IBM – Richard Freitas

### Session 5: Controllers' Impact on SCM – Denali

- 2:15 pm - 3:00 pm
- Controllers
  - ECC, External Signal Processing
  - Embedded Flash Drive
  - Flash Cache
  - Solid State Drives (Consumer/ Commercial and Enterprise)
  - SCM - Future

3:00 p.m. – 3:15 p.m. Break

### Session 6: Mobility Storage: Solid State Drives- 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 market by application

### Session 7: Emerging Architectures for SSDs – Panel Discussion

- 4:15pm-5:15pm
- STEC – Pat Wilkinson
  - Fusion-io– David Flynn
  - SandForce – Radoslav Danilak
  - IBM – Andy Walls
  - 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 Denali for group discounts

Registration is through Denali at  
[www.memcon.com/register?EB20090428](http://www.memcon.com/register?EB20090428)

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The 2009 NVM Conference takes place on Day 2 of 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, and 6.

Guest speakers:

Session 4, will be a SCM panel discussion from memory and systems manufacturers that will focus on SCM applications in NV-RAM or storage.

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

Session 7 will be a panel discussion from industry experts from the SSD market.

## NVM Conference location:

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