

Leading Tech Companies Commemorate 20 Years of Flash at Flash Memory Summit

At the Flash Memory Summit in Santa Clara, California on August 12-14, 2008, a special exhibit commemorating the 20th anniversary of flash will take place. Archival items donated by Intel, Kingston, Samsung, SanDisk, Spansion, and Toshiba will be on display in the Exhibit Hall. Enclosed is a press release with details.

Let me know if you'd like more information,. I can also put you in touch with participating company representatives, as well as Tom Coughlin, Chairperson of Flash Memory Summit, and Jim Handy, Senior Program Advisor, Flash Memory Summit.

Best,

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SAN DIEGO, CA, July 30, 2008 – Flash memory will celebrate its 20th birthday during the third annual Flash Memory Summit at the Santa Clara Marriott, Santa Clara, California on August 12-14, 2008. Archival items from [Intel](#), [Kingston Technology](#), [Samsung](#), [SanDisk](#), [Spansion](#), and [Toshiba](#) commemorating the evolution of flash from 1988 to today will be on display in the Exhibit Hall on August 13 from Noon to 2:00 p.m. and from 5:00 to 7:00 p.m., and on August 14 from Noon to 2:00 p.m.

Flash memory is one of the world's fastest-growing semiconductor technologies and has matured into a mainstream technology over the past two decades. The "20 Years of Flash" exhibit will feature early flash chips, the first flash cards, USB drives, MP3 players, multimedia cell phones, and other flash devices, as well as copies of documents related to the invention and application of flash memory.

No technology has ever rocketed to prominence as fast as flash memory, which has found its way into everyday life through digital cameras, cellphones, laptops, music players, televisions, and cars. Toshiba first envisioned flash technology and began publishing articles on it in the early 1980's. However, it wasn't until 1988 that Intel introduced the first flash memory chip in production – a 256Kb NOR chip priced at \$20 USD – which opened the floodgates to a myriad of new devices and applications that rely on flash memory for highly reliable solid state storage.

"We are proud to commemorate the 20th anniversary of a storage technology as valuable as flash memory," said Tom Coughlin, president of Coughlin Associates and Chairperson, Flash Memory Summit. "Flash has changed our lives over the last 20 years and it will continue to have a tremendous impact on a great many applications in the future."

"Flash has made a bigger impact in a shorter period of time than any prior semiconductor," said Jim Handy, Analyst, Objective Analysis, and Senior Program Advisor, Flash Memory Summit. "In the last decade, we have seen NAND flash take over the markets for film, floppy disks, and CDs. Over the short 20 years of flash memory's life, this technology has found its way into nearly every piece of digitized equipment in the home and workplace. Objective Analysis estimates that the typical automobile contains between five and ten flash chips, and that most US households have between 20 and 50 flash chips for a wide range of applications."

For a complete list of Flash Memory Summit highlights and to register online, visit www.flashmemorysummit.com. Complimentary press/analyst registration is available at the Summit Web site or by contacting ZNA Communications at (831) 425-1581, ccc@zna.com.

About the Flash Memory Summit

Hosted by Conference ConCepts, Inc., 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 harsh environments, 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. For more information, visit www.flashmemorysummit.com.

About Conference ConCepts, Inc.

Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company's employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged "turnkey" event. For more information about Conference ConCepts, visit: www.conferenceconcepts.com.