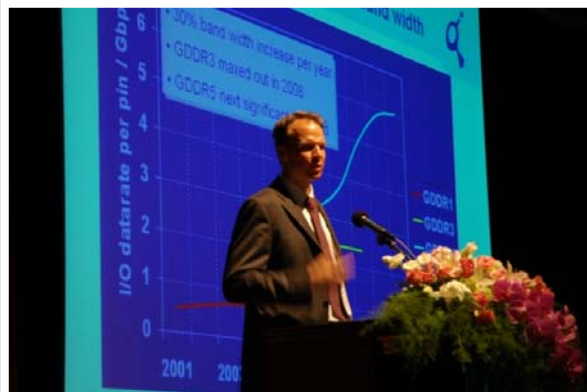


# DRAMeXchange Compuforum June 7 2007

Foresee PC **inside** and **out**

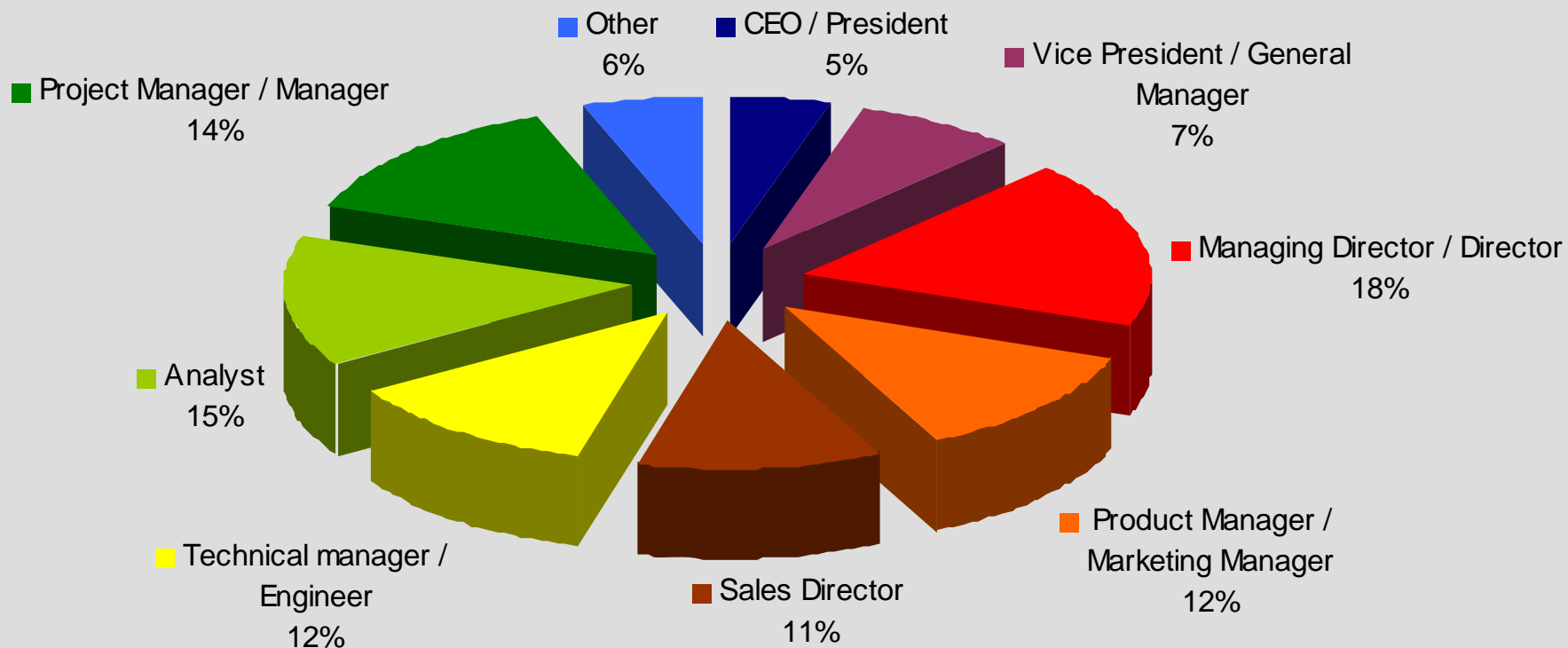


**Venue: Hall4, TICC, Taipei**

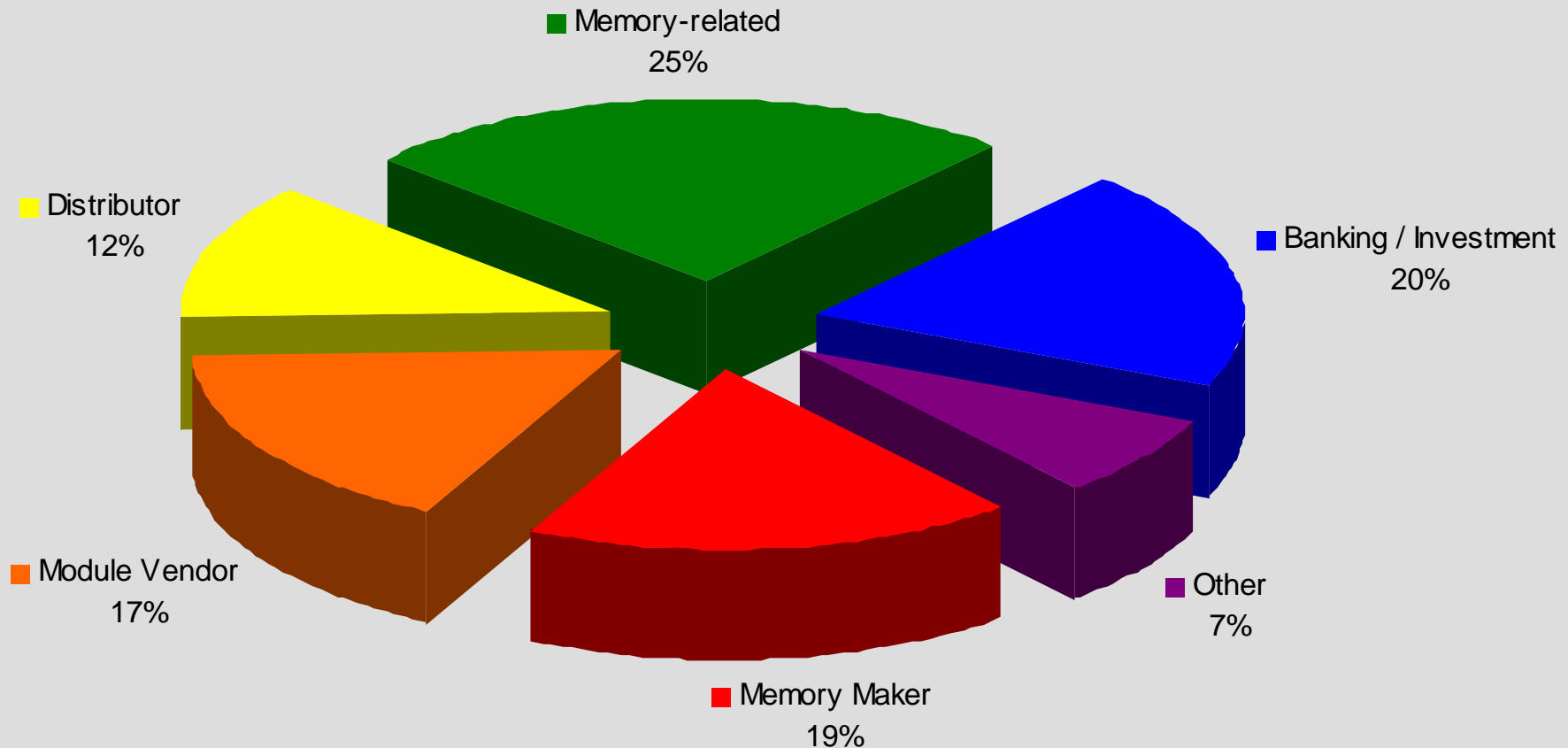


### Total number of participants : nearly 300

- 79% at management positions, have influences on business decision making

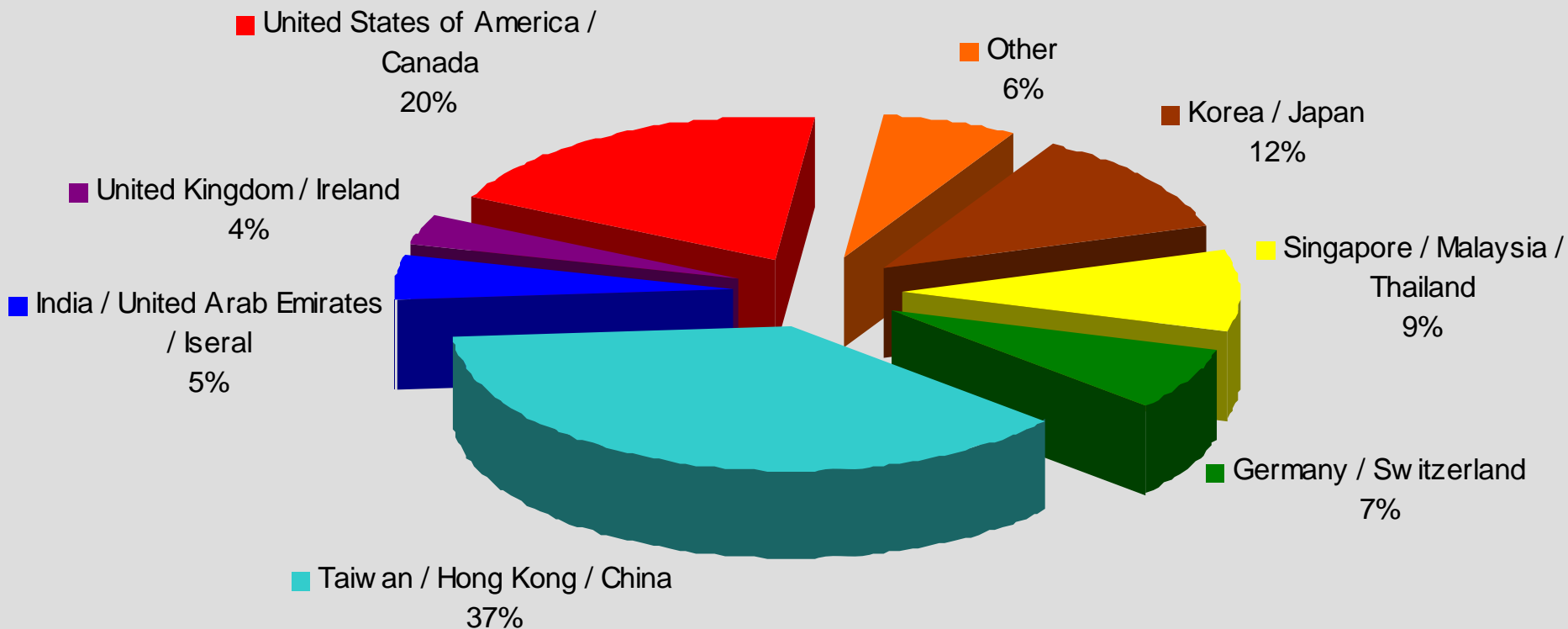


### *Breakdown by Industry / Business type*



### *Breakdown by Country*

- Participants from 23 countries / regions



### ***Participating vendors***

- Memory Maker : Qimonda 、 PSC 、 SanDisk 、 Samsung 、 Hynix 、 Elpida 、 Micron 、 ProMOS 、 Nanya 、 Winbond 、 Inotera and etc.
- Module Manufacturer : A-DATA 、 Kingston 、 Transcend 、 Smart Modular 、 Apacer 、 Geil 、 PQI 、 TwinMOS 、 Kingmax 、 CORSAIR 、 PNY 、 Melco 、 Unifosa and etc.
- Memory-related : Hitachi 、 LG 、 Intel 、 nVIDIA 、 SONY 、 ASUS 、 TOSHIBA 、 TSMC 、 Applied Materials 、 MTI and etc.
- Banking / Investment : JP Morgan 、 ABN-AMRO 、 BNP Paribas 、 Mitsubishi UFJ 、 Morgan Stanley 、 Lehman Brothers 、 Sumimoto 、 Citigroup and etc.

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## Notable Industry Experts



Mr. Robert Feurle  
Qimonda



Mr. Alex Wang Ph.D.  
Powerchip



Ms. Joyce Yang  
DRAMeXchange



Mr. Jeff Chen  
DRAMeXchange



Mr. Jerry Shen  
ASUSTeK



Mr. Henry Wang  
DRAMeXchange



Ms. Amber Huffman  
Intel



Mr. Gibson Chen Ph. D.  
A-DATA



Ms. Doreet Oren  
Sandisk



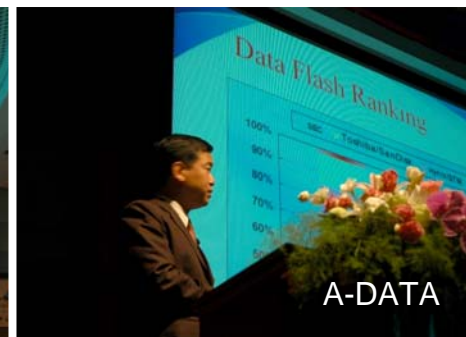
Mr. Wayne Chen  
DRAMeXchange

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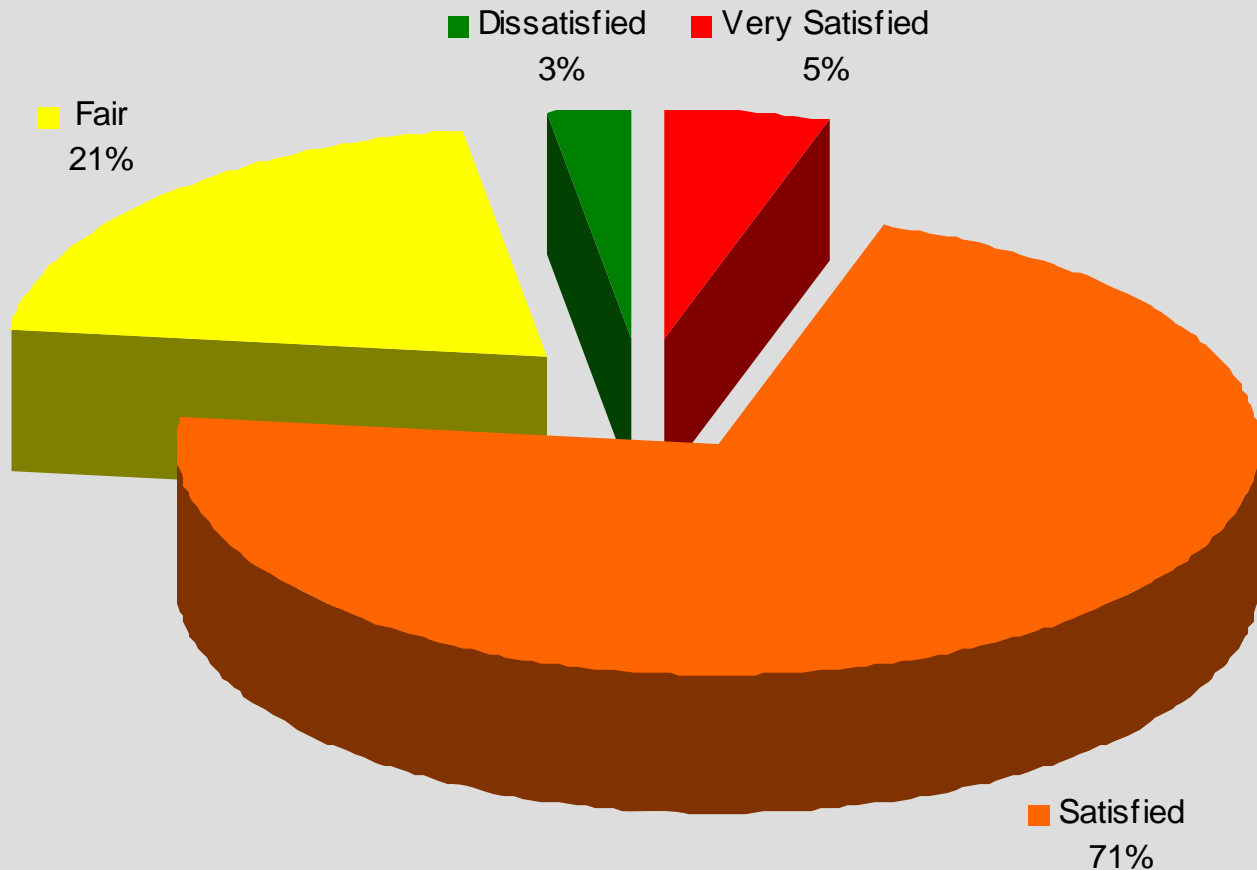
## Topics

- Qimonda pointed out the latest trend in graphics RAM - GDDR5
- PSC mentioned the new era of 12-inch fab
- ASUS discussed the current status and future outlook of PC Industry
- Intel introduced the ONFI Workgroup
- A-DATA featured the development of NAND Flash market under Vista
- SanDisk emphasized on the development of SSD market
- DRAMeXchange analysts forecasted 2H07 DRAM 、 NAND Flash 、 PC market trend



## Effective sample size : 43

- 76% are satisfied / very satisfied with DRAMeXchange Compuforum 2007
- Only one respondent expressed dissatisfaction





# DRAMeXchange Compuforum June 7 2007

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## Event Photos



### ***Sponsor brand exposure***

- Banner on DRAMeXchange Compuforum website
- Logo and links to all conference promotion emails  
7 emails written in English were distributed to more than 70,000 members
- One full-color advertising page (A4 size) in seminar handout material  
over 300 brochures were distributed to industry players
- Logo on items or signage at event
- Display Poster in conference room
- Logo on-screen during conference breaks
- Company name in conference press releases



Qimonda show girls

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## Media exposure

- Up to July, 2007, there were 37 reports from newspapers/magazines worldwide and 2,530 search results from Google.

## Press Interview



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+886-2-7702-6888 ext.680

[event@dramexchange.com](mailto:event@dramexchange.com)

***We are looking forward to seeing you at  
DRAMeXchange Compuforum 2008***

