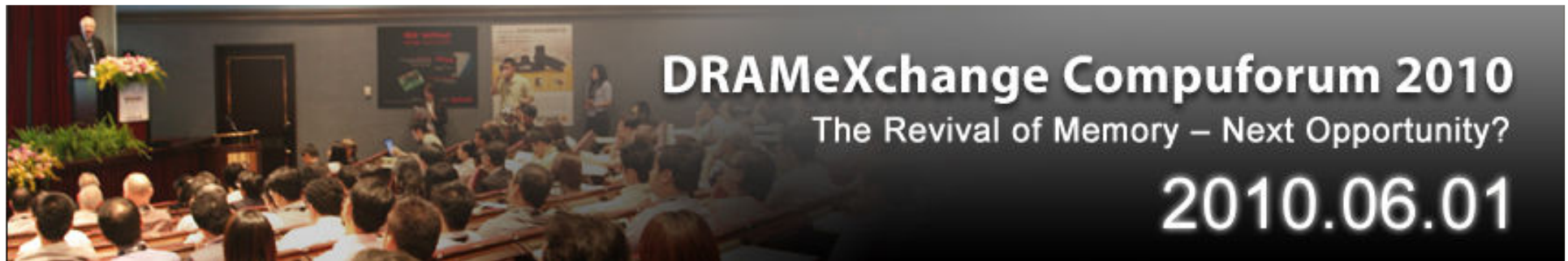




## DRAMeXchange Compuforum 2010

**Date: 1<sup>st</sup> June (1<sup>st</sup> day of Computex Taipei)**

**Location : Taipei International Convention Center (TICC), Room 102**



## Participant's breakdown : 220 participants

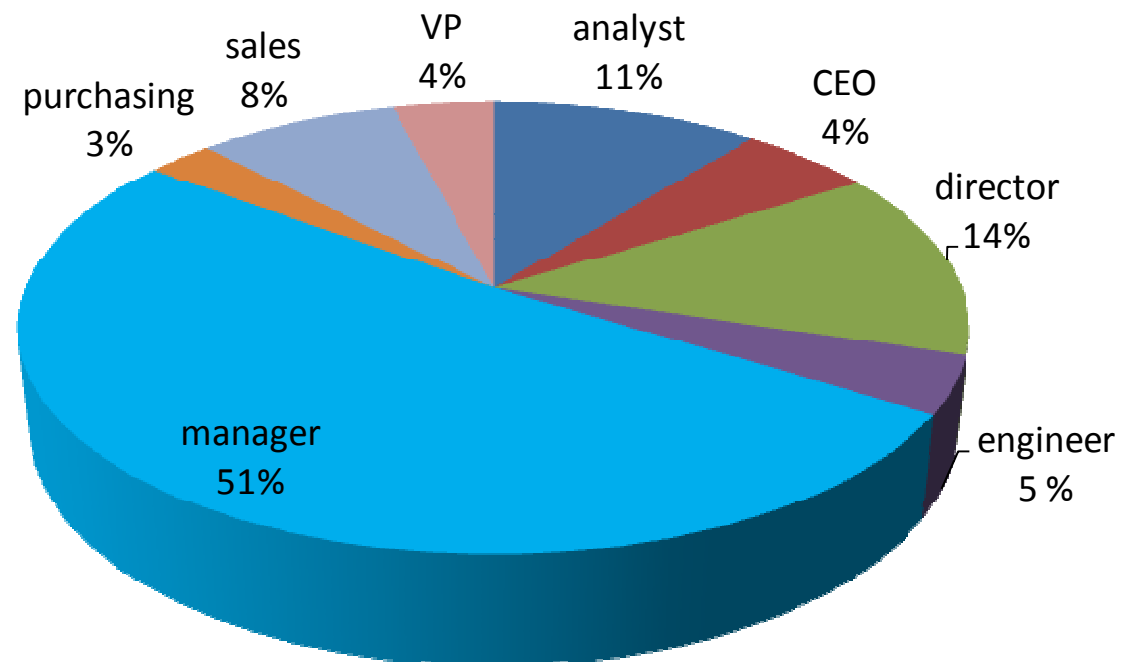
### job position:

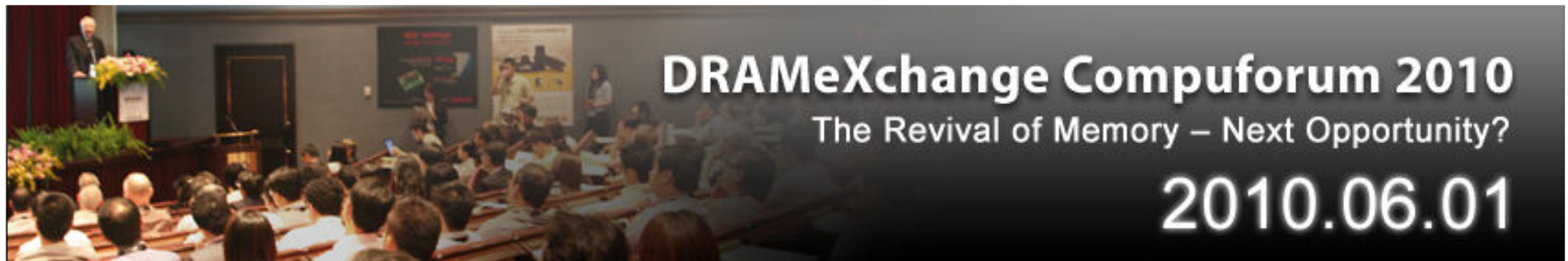
**77%**

in management position and have decision-making power

Over **85%**

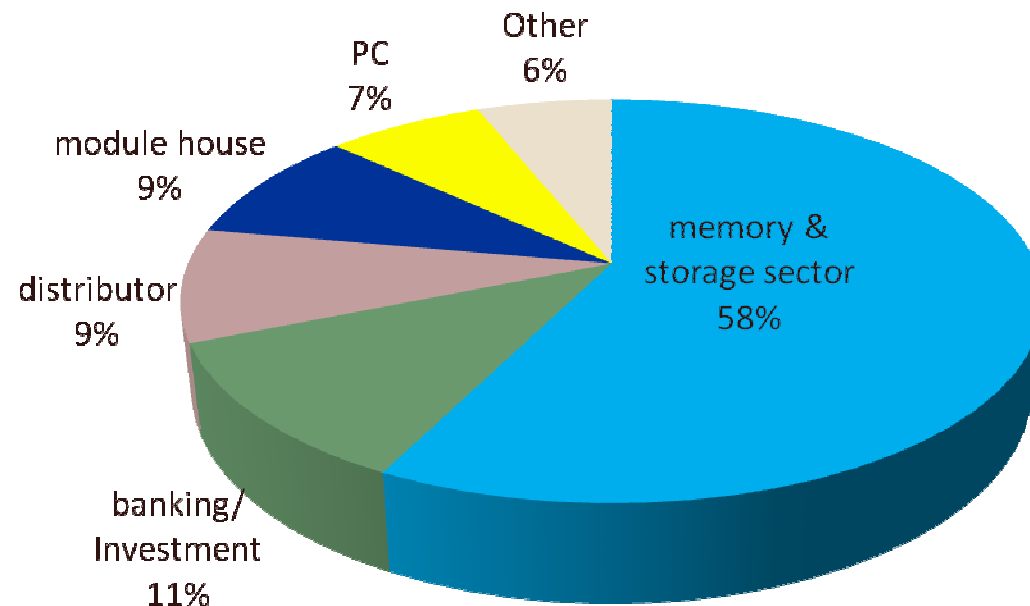
of participants have or can influence purchasing decision

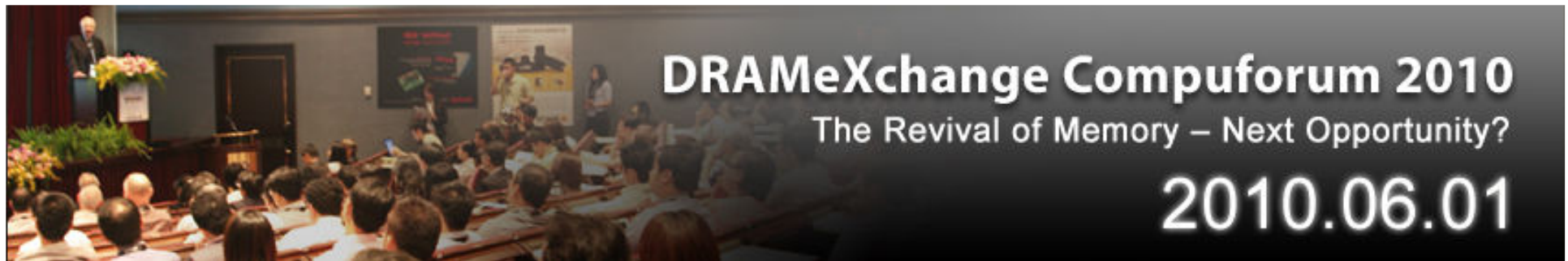




**industry type:**

- key & largest sector, **57% from memory & storage sector**
- other influencing sectors
  - 11%** banking/investments
  - 9%** distributors
  - 9%** module house
  - 7%** from PC (memory-related)



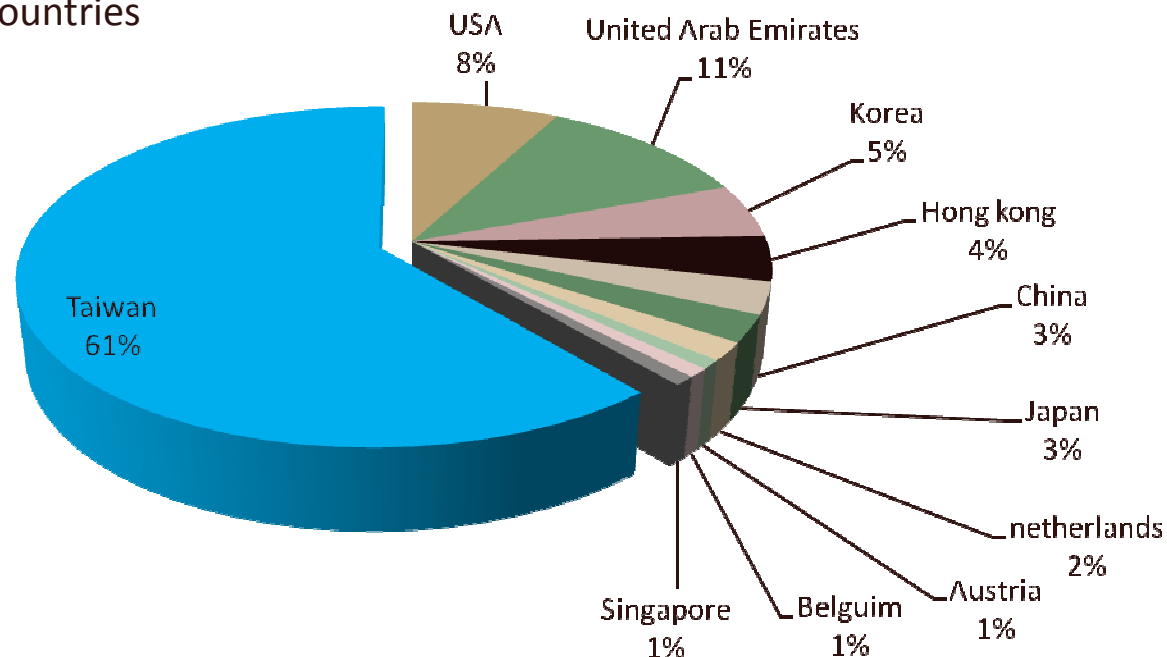


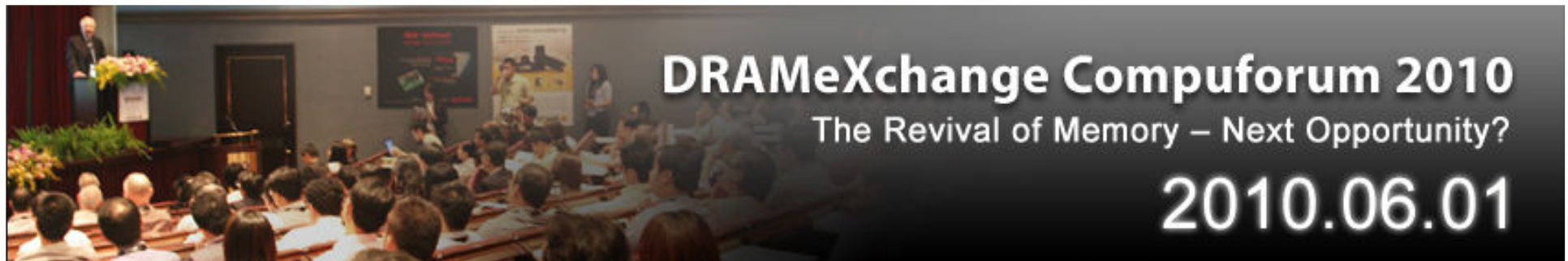
## geographical:

DRAMeXchange Compuforum is the **most leading international event** in Computex.

Participants breakdown: local: **60%** abroad **40%**

Abroad participants -- **30% United Arab Emirates, 20% USA, 14% Korea, 8% Europe, 7% Japan,**  
21% for other countries





## Participating Vendors

### **Memory /related :**

ASML, PSC, Zentel, Powertech, Hynix, Nanya, Elpida, Winbond, Inotera, Promos, Samsung, Qimonda, Rexchip, Inotera and etc.

### **Module Manufacturer:**

ADATA, Kingston, Transcend, A-DATA , Apacer, PQI, Strontium, PNY

### **Storage industry:**

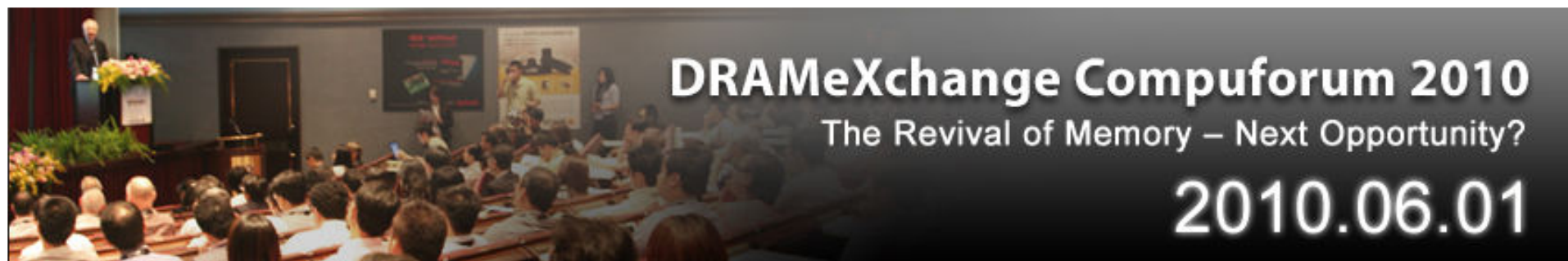
SanDisk , Anobit, JMicron, Silicon Motion, Toshiba

### **PC-related:**

Intel, ASUS, Acer, Macronix, ASMedia, Hyperstone, Marvell and etc.

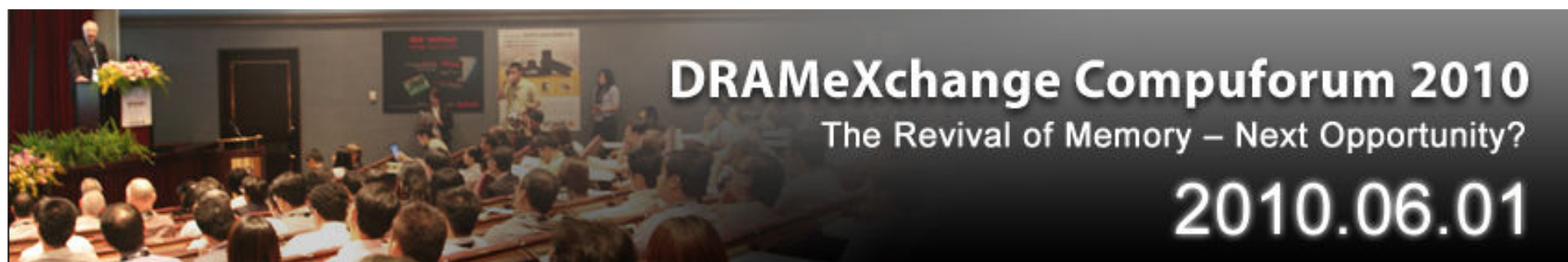
### **Banking / Investment:**

Goldman Sachs, Morgan Stanley, Credit Suisse, Macquarie, Deutsche Securities in Hong Kong business, Ziff Brothers, SinoPac Securities Corp, CLSA and etc.



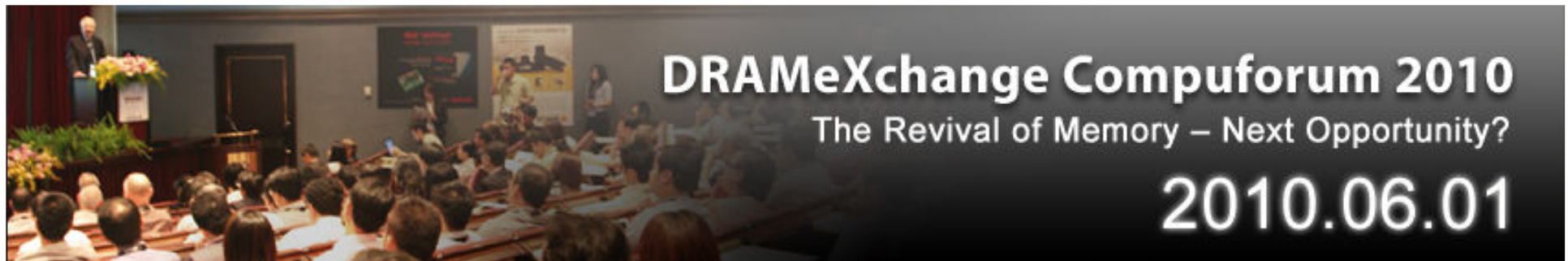
## Distinguished industry experts

				
ASML Dr. Antonio Mesquida Küsters Market Intelligence Director	Powerchip Semiconductor Corp. Alex Wang Ph.D President	Zentel Electronics Corp. Joe Chen General Manager	DRAMeXchange Joyce Yang VP Industry Research Division	SanDisk Corporation Doreet Oren Marketing Director
				
Anobit Yoav Kasorla Program Manager	JMicron Tech. Corp. Jet Huang Executive V.P. & COO	A-DATA Ukyo Jeong Senior Director	Powertech Tech. Inc. Takao Iwata Chief Technology Officer	DRAMeXchange Sean Yang Senior Analyst of Industry Research Division



## Compuforum topics and agenda

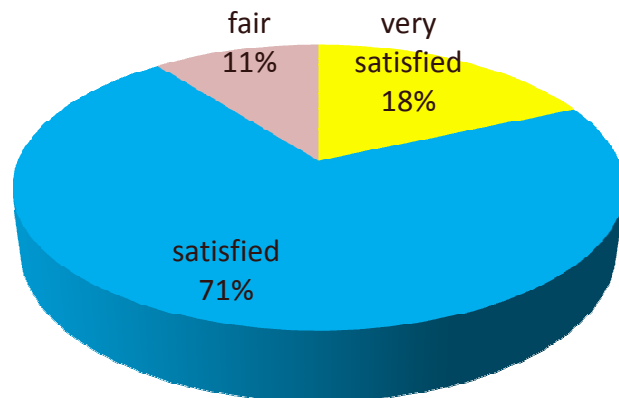
09:30-09:45	DRAMeXchange Tech. Inc.	C.L. Liu Ph.D. Chairman	Welcome address
09:45-10:15	ASML	Dr. Antonio Mesquida Küsters, Director of Market Intelligence	Advanced Lithography as key enabler of memory industry recovery
10:15-10:45	Powerchip Semiconductor Corp.	Alex Wang Ph.D. President	The DRAM industry outlook is bright
10:45-11:00	Networking Break		
11:00-11:30	Zentel Electronics Corp.	Joe Chen, General Manager	Consumer DRAM
11:30-12:10	DRAMeXchange Tech. Inc.	Joyce Yang, Vice President of Industry Research Division	DRAM and NAND Flash Market View for 2010-2012
12:10-13:30	Lunch		
13:30-14:10	SanDisk Corporation	Doreet Oren Marketing Director	SSD Adoption and the Evolving Client PC
14:10-14:40	Anobit	Dror Sa'ee, Vice President, Marketing	Beyond ECC
14:40-15:10	JMicron Technology Corp.	Jet Huang, Executive V.P. & Chief Operation Officer	Flash the Cloud
15:10-15:25	Networking Break		
15:25-15:55	A-DATA Technology	Ukyo Jeong, Senior Director	Challenges in eTT DRAM module quality control
15:55-16:25	Powertech Technology Inc.	Takao Iwata, Chief Technology Officer	Memory PKG & Test Technology
16:25-16:55	DRAMeXchange Tech. Inc.	Sean Yang, Senior Analyst of Industry Research Division	Notebook industry's competitiveness and analysis



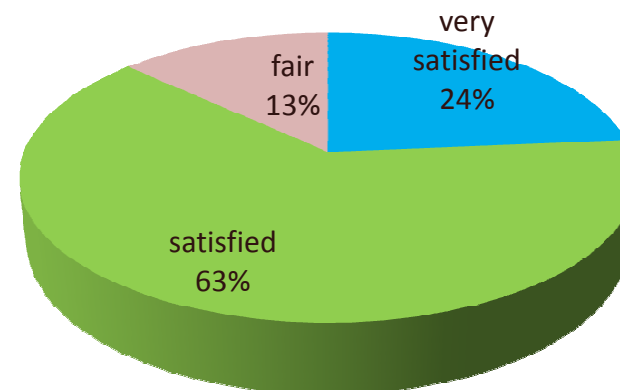
## Compuforum 2010 feedback

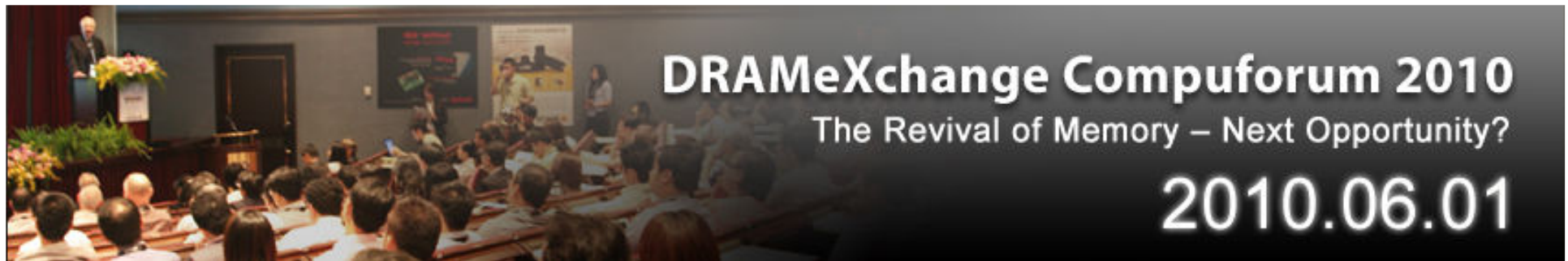
Survey feedback: 80 questionnaires

How did the attendees feel about the discussion topics?



How did the attendees feel about DRAmEXchange compuforum 2009?

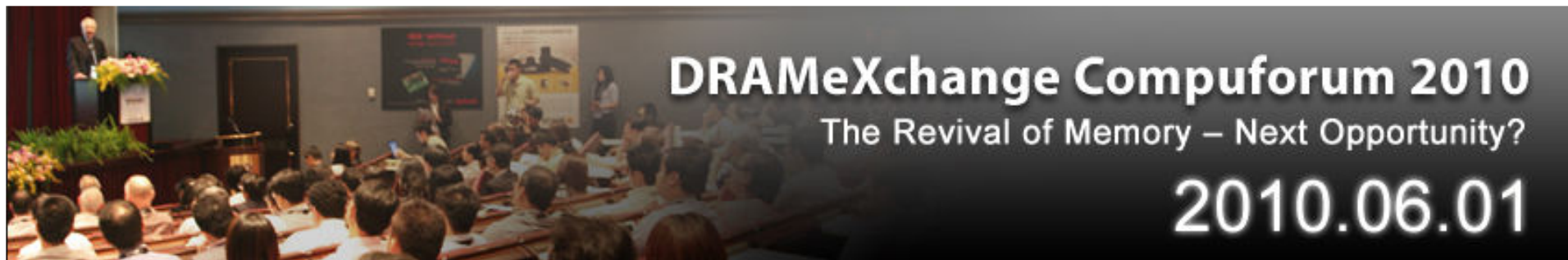




## Sponsor :

### What benefits can YOU get?

- Sponsor brand exposure
- Banner on DRAMeXchange Compuforum website
- Logo and links to all conference promotion emails
- 10 emails written in both **Chinese and English** were distributed to more than **70,000** members
- One full-color advertising page (A4 size) in seminar handout material
- Sponsor freebies distributed to industry players
- Logo on print materials, handouts, badge passes and VIP invitation
- Display poster in conference room
- Sponsor video rotated during conference breaks
- Company name in conference press releases
- **Lunch buffet and tea breaks** – networking and meeting people from related industry



**Sponsor benefit :**  
**sponsor logo on**  
**seminar website**

<http://seminar.dramexchange.com/Compuforum/2010/US/INDEX/>

#### Overview



### DRAMeXchange Compuforum2010

The Revival of Memory – Next Opportunity?

event photo

#### The Revival of Memory – Next Opportunity?

After 2009's global financial turmoil and DRAM average price fell below its manufacturing cost, many memory companies faced losses. During the second half of 2009, DRAM prices rose gradually and by the year 2010, memory manufacturers showed signs of revival. Adding to the market stimulation is the introduction of Apple's iPad tablet PCs and NAND flash supply grew. DDR3 chips were also fully adopted in the IT industry as a result of Windows 7. Under these circumstances, what awaits 2010's memory industry, forecast and trend? What aspects of process migration is worth paying attention to?

After the harsh and difficult time in 2009, both DRAM and flash face a new market situation in 2010 and 2011. Memory market revival, adoption of new equipment and process migration, leads to the question of whether the market will face another oversupply? What impacts will graphic card, on-board flash, flash memory cards, and SSD have on the memory industry?

DRAMeXchange Compuforum 2010 will be held on 1st June, 2010 (the same as the Opening Day of Computer Taipei 2010). The seminar is a full day event and includes in-depth discussion on the spotlight of memory industry. DRAMeXchange offers a perfect occasion for all participants and their companies to update market intelligence through our forum. This conference also aims to provide an occasion where all participants can interact with industry leaders for new business opportunities.

#### Who should attend

We expect to see about 250 audiences from memory/PC industry, financial field and international media to attend this conference. Since 2008, our participants come from 23 different countries/regions, and 89% attendees are in management position and have decision-making power. Over 80% of participants have or can influence purchasing decision.



#### Platinum Sponsors: (listed in alphabetical order)

**anobit**  
 add another bit

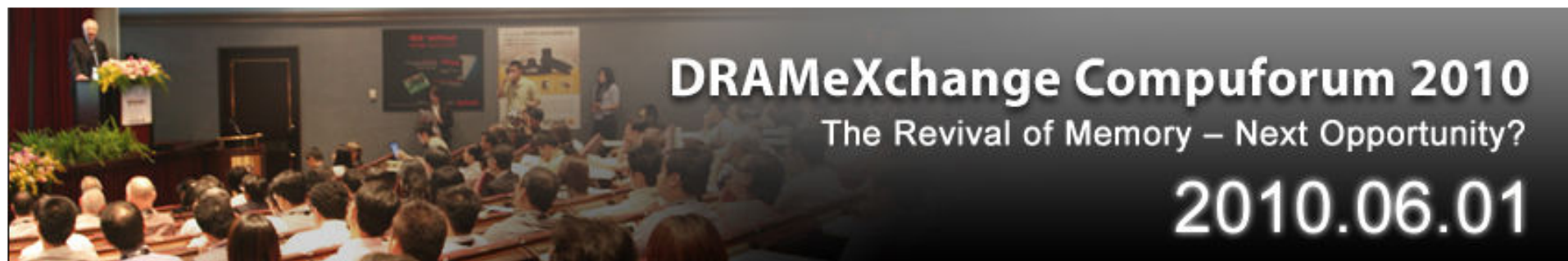
**ASML**

**PSC**  
 力晶半導體  
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 STORE YOUR WORLD IN OURS®

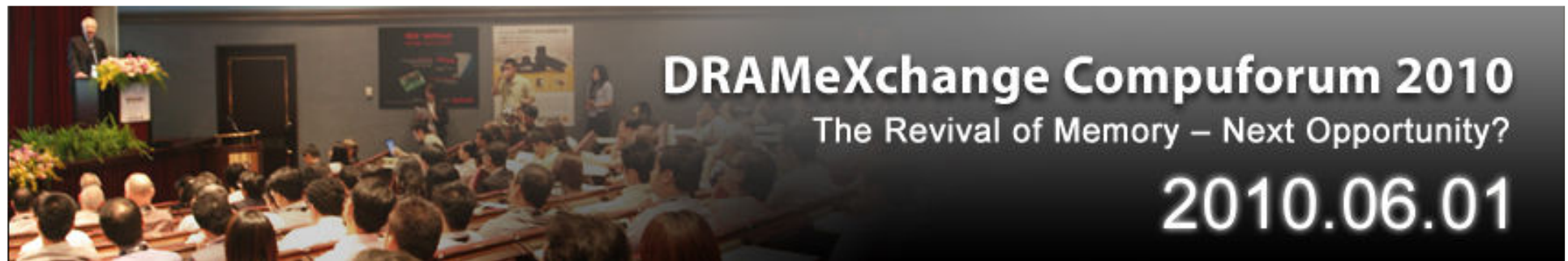
#### Silver Sponsor:

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**Sponsor benefit :** display poster in seminar venue

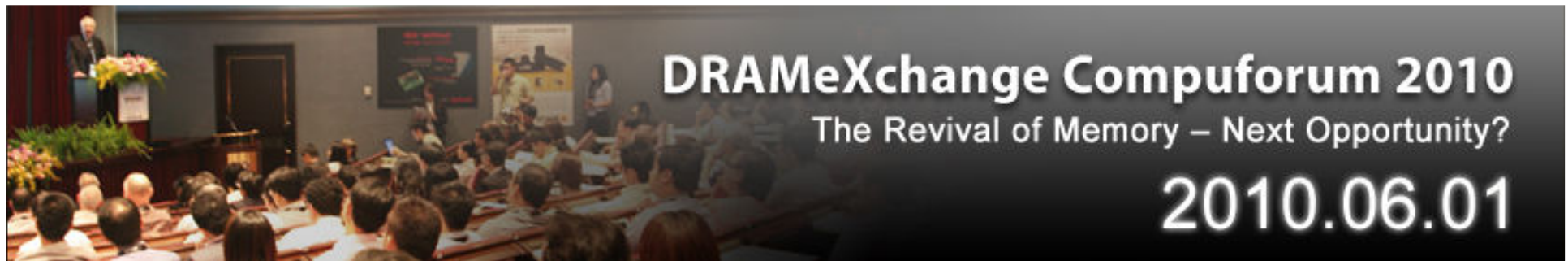




**Sponsor benefit:** sponsor logo on printed materials

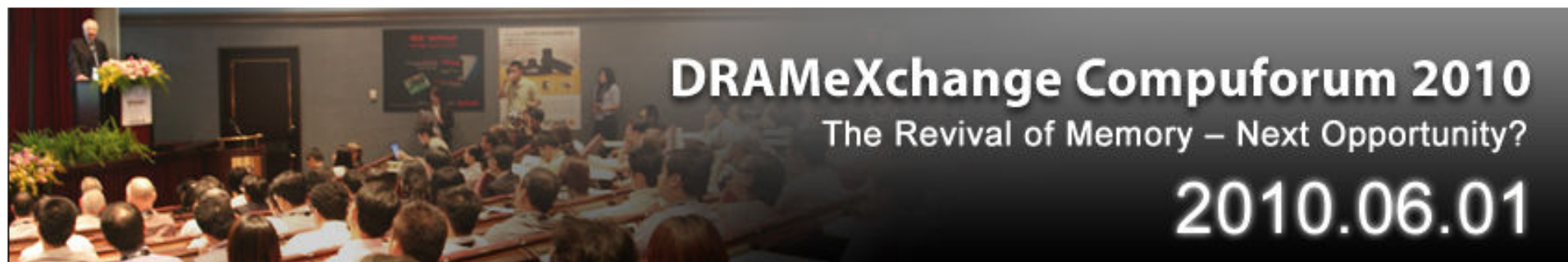


**Seminar VIP and attendee passes**



**Sponsor benefit:** sponsor logo on seminar handout





## Event's Exposure: Computex 2010 Show Guide (55,000 copies distributed)



### DRAMeXchange Compuforum 2010 The Revival of Memory – Next Opportunity?

**Date:** June 1, 2010  
**Venue:** Taipei International Convention Center (TICC), Room 102 (Hall 4)  
**Sponsors:** Anobit, ASML, PSC, SanDisk, A-DATA  
**Organizer:** Taiwan External Trade Development Council (TAITRA),  
 Taipei Computer Association (TCA)  
**Operator:** DRAMeXchange Technology, Inc.  
**Conference Pass:** USD\$300  
**Company Website:** <http://www.dramexchange.com>  
**Event Website:** <http://seminar.dramexchange.com/Compuforum/2010/US/INDEX/>  
**Contact Info:** [event@dramexchange.com](mailto:event@dramexchange.com) or  
 Call Chris Tseng/Ann Chang at +886-2-7702-6888 Ext. 672/665

Session	Time	Company	Speaker	Topic
09:00 - 09:30 Check in				
Opening	09:30-09:45	DRAMeXchange Tech. Inc.	LIU, C L, Ph. D. Chairman	Welcome address
1	09:45-10:15	ASML	Dr. Antonio Mesquida Küsters Director of Market Intelligence	Advanced Lithography as key enabler of memory industry recovery
2	10:15-10:45	Powerchip Semiconductor Corp.	Alex Wang Ph. D. President	The DRAM industry outlook is bright
10:45 - 11:00 Break				

3	11:00-11:30	Zentel Electronics Corp.	Joe Chen General Manager	DRAM for consumer applications
4	11:30-12:10	DRAMeXchange Tech. Inc.	Joyce Yang Vice President of Industry Research Division	DRAM and NAND Flash Market View for 2010-2012
12:10 - 13:30 Lunch				
5	13:30-14:10	SanDisk Corporation	Doreet Oren Marketing Director	SSD Adoption and the Evolving Client PC
6	14:10-14:40	Anobit	Dror Sal'ee Vice President, Marketing	Beyond ECC
7	14:40-15:10	JMicron Technology Corp.	Jet Huang Executive V.P. & Chief Operation Officer	Flash the Cloud
15:10 - 15:25 Break				
8	15:25-15:55	A-DATA Technology	Ukyo Jeong Senior Director	The optimized utilization of effective tested memory IC
9	15:55-16:25	Powertech Technology Inc.	Takao Iwata Chief Technology Officer	Memory PKG & Test Technology
10	16:25-16:55	DRAMeXchange Tech. Inc.	Sean Yang Senior Analyst of Industry Research Division	Notebook industry's competitiveness and analysis

<http://seminar.dramexchange.com>

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## Event's Exposure: June 2, 2010 Computex Show Daily (25,000 copies distributed daily)

COMPUTEX TAIPEI 2010  
www.ComputexTaipei.com.tw

DRAMeXchange / Keynote Speech

### DRAMeXchange Compuforum 2010 – The Revival of Memory, Next Opportunity

**D**RAMeXchange Compuforum, one of the most impressive international lectures at COMPUTEX TAIPEI 2010, discussed "Advanced Lithography as a key enabler of memory industry recovery", suggesting that the DRAM industry is back on track and returning to its glory days.

Dr. Antonio Mesquida Kusters, Director of Market Intelligence at ASML, revealed that after a period of exuberance in 2006-07, followed by one of the worst downturns in history, the memory industry is now recovering fast, driven by better than expected end-user demand for PCs and smart-phones paired with supply shortages, as a result of significant 200 mm capacity retirements during the last 2 years. Thus, both DRAM and NAND prices are high and expected to remain stable for the coming quarters, driven by expected supply shortages. At the same time, all memory makers are now focusing on transferring their existing technology to the next node by buying leading-edge lithography systems from ASML.

Dr. Antonio Mesquida Kusters noted, that current immersion tools continue to improve. As such, using holistic lithography to enable double patterning down to 20-25 nm half pit, increasing bit-output and litho-shrink, is cheaper and more efficient than capacity additions, enabling higher margins for IC makers.

In the coming years, capacity will be needed to match 3rd-party bit-growth forecasts, especially for NAND, where the technical limitations of multi-bit-cell technology for most advance nodes, will need to be addressed, concluded by Dr. Antonio.

Another semiconductor company also suggested DRAM is back on track and returning to its glory days.

Respected lecturer, Alex Wang Ph.D., president of Powerchip Semiconductor Corp., said the outlook for DRAM following ten consecutive quarters of losses is good. The industry is now looking to the future.

According to the decrease in DRAM capital intensity, the capex in 2009 was the lowest in nearly 10 years which helped to force a correction in the DRAM market. Research undertaken in 2010, indicates that strong PC sales, lower capex and bit growth, will lead to a slight undersupply. Chip sales are also forecast to rise more than 30% to \$300 billion this year.

Alex Wang stressed the impact new applications and new usage models will have on the future DRAM industry. Even with Smartphones ushering in a new era of working remotely, only 7% of people do not take their laptop when they travel for business, which raises questions about convergence. At present, the indications are that users continue to buy several devices and express a desire for even more.

Alex Wang also revealed a change in mindset relative to the past as market share becomes more profitable through alliances, niche markets, diversification and technology. There is much confidence that the depression in the DRAM market has ended he say.

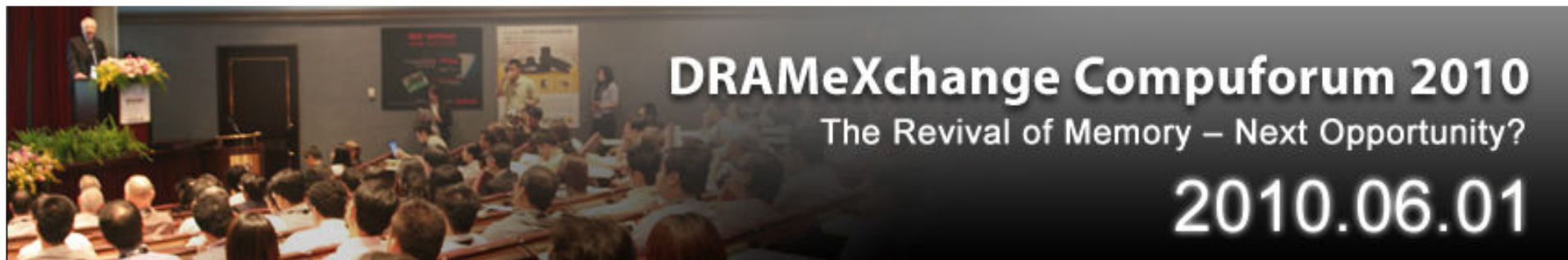


Dr. Antonio Mesquida Kusters, Director of Market Intelligence at ASML



## Event Snapshots : [Compuforum 2010 gallery](http://seminar.dramexchange.com)





## Media's Exposure

- Google search results: **4,610 searches for Compuforum 2010**
- Worldwide media exposure: **32 articles** on Compuforum 2010
- Media exposure breakup mostly from Taiwan, Korea, Japan, China, Europe, USA, Israel and others

### DRAMeXchange Compuforum 2010

About 4,610 results (0.32 seconds)

#### [DRAMeXchange Compuforum 2010](#) ☆

DRAMeXchange Compuforum 2010 will be held on 1st June, 2010 (the same as the Opening Day of Computex Taipei 2010). The seminar is a full day event and ...  
[seminar.dramexchange.com/Compuforum/2010/US/](http://seminar.dramexchange.com/Compuforum/2010/US/) - Cached

#### [TrendForce Events 2010](#) ☆

DRAMeXchange Compuforum 2010. Date :1st June, 2010. Venue :Taipei International Convention Center. 2010.04.23 LEDforum 2010 China Date :10-11th June, 2010 ...  
[seminar.dramexchange.com/](http://seminar.dramexchange.com/) - Cached

[Show more results from seminar.dramexchange.com](#)

#### [DRAMeXchange Compuforum 2010 : The Revival of Memory – Next ...](#) ☆

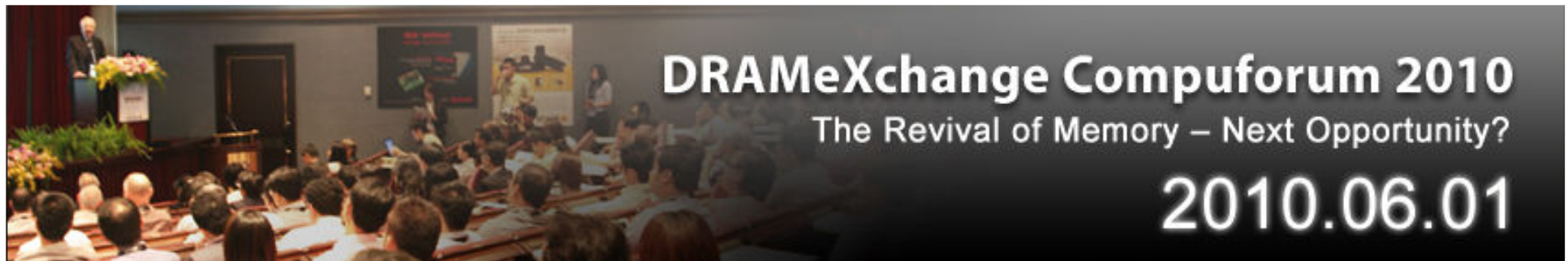
3 Jun 2010 ... June 1st , 2010 ---- on 1'st June, 2010 DRAMeXchange held its annual seminar, Compuforum 2010 and gathered industry leaders from around the ...  
[press.dramexchange.com/en/node/470](http://press.dramexchange.com/en/node/470) - Cached

#### [PC's Semiconductors Blog: DRAMeXchange Compuforum 2010: The ...](#) ☆

1 Jun 2010 ... TAIWAN: Tofay, DRAMeXchange held its annual seminar, Compuforum 2010 and gathered industry leaders from around the world to share their ...  
[pcsemicon.blogspot.com/2010/.../dramexchange-compuforum-2010-revival-of.html](http://pcsemicon.blogspot.com/2010/.../dramexchange-compuforum-2010-revival-of.html) - Cached

#### [PC's Semiconductors Blog: DRAMeXchange Compuforum 2010 to be held ...](#) ☆

28 May 2010 ... DRAMeXchange Compuforum 2010 to be held during Computex. TAIWAN: The DRAMeXchange Compuforum 2010 will take place on 1 June, 2010 (the first ...  
[pcsemicon.blogspot.com/2010/.../dramexchange-compuforum-2010-to-be-held.html](http://pcsemicon.blogspot.com/2010/.../dramexchange-compuforum-2010-to-be-held.html) - Cached



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

**We are looking forward to seeing you at  
DRAMeXchange Compuforum 2011**