DRAMeXchange Compuforum 2008
Memory & Storage - Evolution or Revolution?

DRAMeXchange Compuforum 2008

date: June 3, 2008 (opening day of Computex)
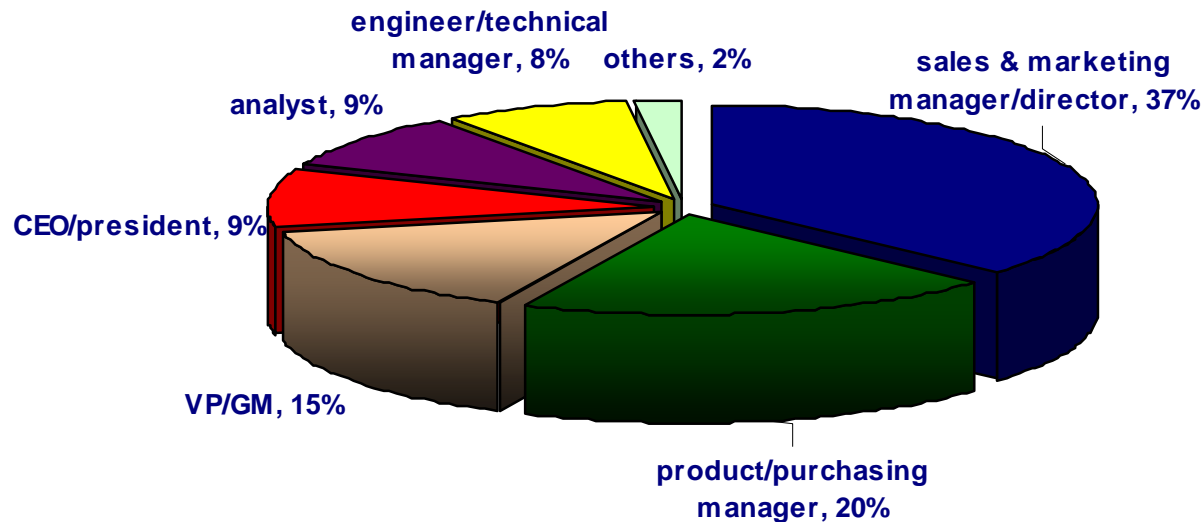
venue: 402 conference room, Nangang Exhibition Hall

Participant's breakdown

Approximately 300 participants

1. job position:

89% in management position and have decision-making power
Over **80%** of participants have or can influence purchasing decision

engineer/technical manager, 8%   others, 2%

analyst, 9%

sales & marketing manager/director, 37%

CEO/president, 9%
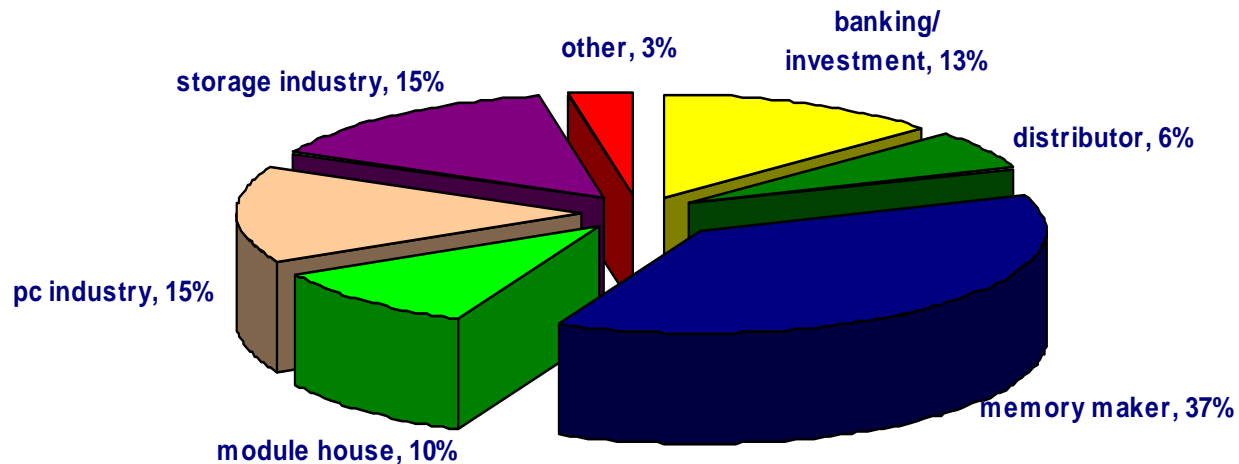
VP/GM, 15%

product/purchasing manager, 20%

2. industry type:

key & largest sector, **52% from memory & storage sector**
other influencing sectors - **15%** from PC (memory-related)
- **10%** from module house
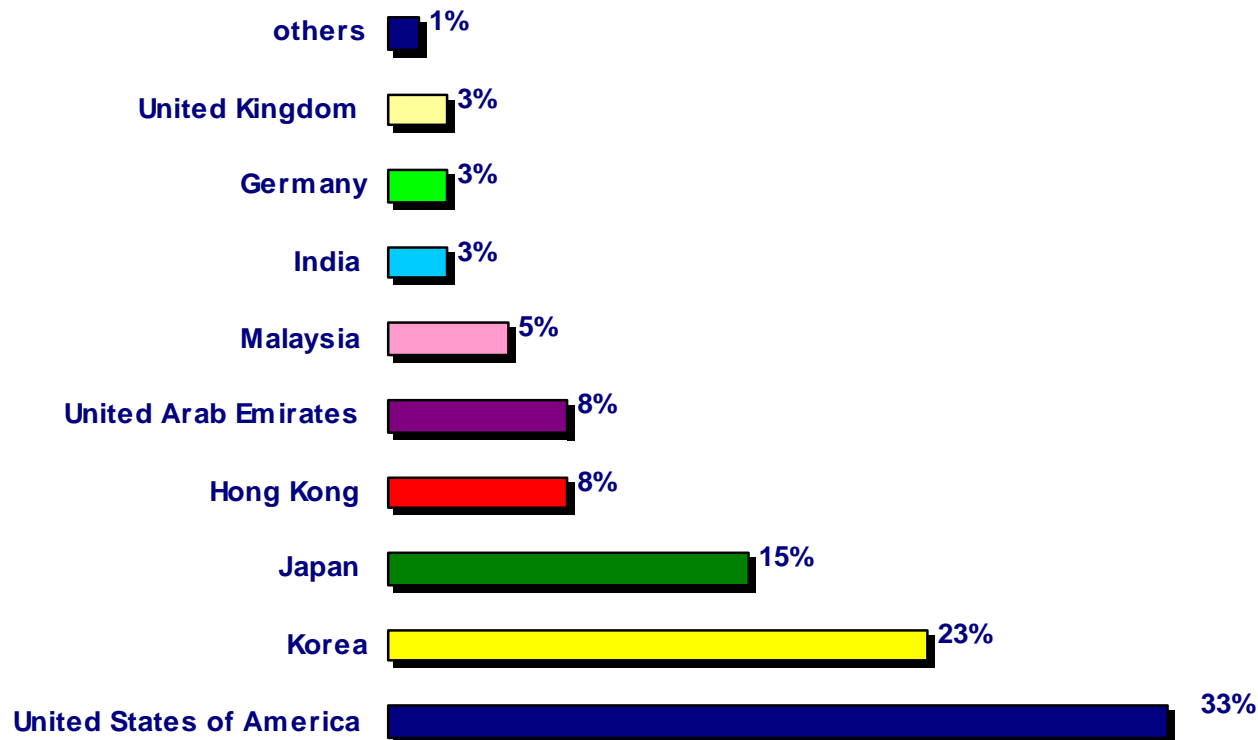-   **6%** distributors

3. geographical:

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

Participants – local **40%**, abroad **60%**

Abroad participants -- **33%** were from USA, **23%** Korea, **15%** Japan and 31% for other countries

Country	Percentage
others	1%
United Kingdom	3%
Germany	3%
India	3%
Malaysia	5%
United Arab Emirates	8%
Hong Kong	8%
Japan	15%
Korea	23%
United States of America	33%

Participating Vendors

- **Memory Maker:**

  Qimonda, PSC, Samsung, Hynix, Elpida, Micron, Nanya, Winbond, Inotera, Etron and etc.

- **Module Manufacturer:**

  Kingston, A-DATA, Transcend, Smart Modular, PQI, Geil, Unifosa, Gingle, Kingbox, Buffalo, Veritech , Hexon, Strontium, Macronix, Renesas and etc.

- **Storage industry:**

  SanDisk , Seagate, Hitachi, STEC, Toshiba and etc.

- **PC-related:**

  Hyperstone, Silicon Motion, ASUSTeK, MSI, Acer, Hitachi, LG, Intel, nVIDIA, SONY, Applied Materials, TSMC, UMC, Marvell, HP, Flextronics and etc.

- **Banking / Investment:**

  Merrill Lynch, JP Morgan, Credit Suisse, ABN-AMRO, Piper Jaffray, Morgan Stanley, Mitisubishi UFJ, Deutsche Bank, Lehman Brothers, Macquarie Group and etc.

Distinguished industry experts

LIU, CL, Sc. D.
DRAMeXchange

Mr. Peter Schaefer
Qimonda

Mr. Jeff Chen
DRAMeXchange

Ms. Joyce Yang
DRAMeXchange

Mr. Brian Wickman
Seagate

Ms. Doreet Oren
SanDisk

Mr. Wallace Kou
Silicon Motion

Mr. Robert Chu
Hitachi

Mr. Samson Hu
ASUSTeK

Mr. Wayne Chen
DRAMeXchange

Compuforum Topics

- **DRAMeXchange's analyses into DRAM, NAND flash and China's DRAM module market**
- **Seagate, SanDisk and Hitachi's 3 different and insightful perspective into HDD and SSD market**
- **Silicon Motion's discussion of MLC-based SSD solution flash controller makers**
- **Asustek's view points of the effect of low-priced PCs on flash market**
- **Qimonda's mentioning of power saving options in data centers**

Doreet Oren,

Director,

SanDisk

Peter Schafer,

Vice President

Qimonda

Samson Hu,

General Manager

Asustek

Brian Wickman,

Executive Director,

Seagate

Robert Chu,
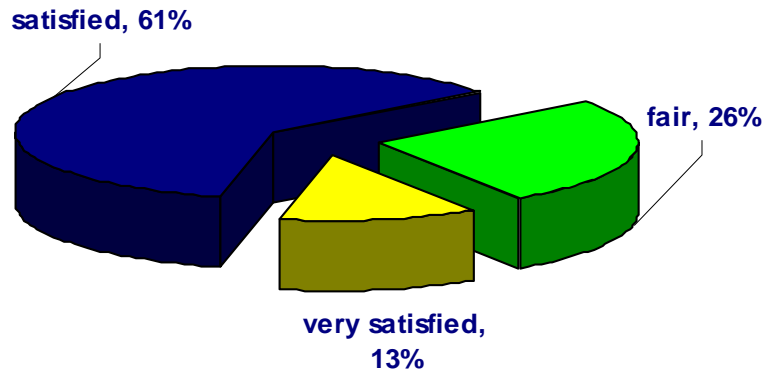
Vice President

Hitachi

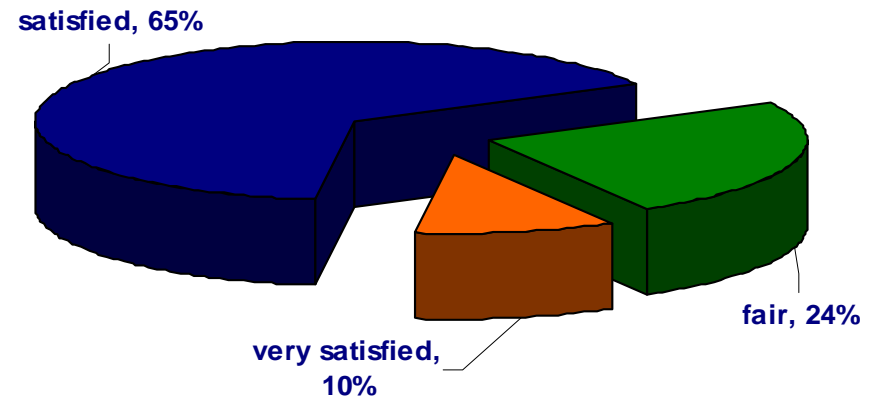Wallace Kou,

President, CEO

Silicon Motion

Compuforum 2008 feedback

Survey feedback: 80 questionnaires

How did the attendees feel about the discussion topics?

How did the attendees feel about DRAMeXchange compuforum 2008?

satisfied, 61%

fair, 26%

very satisfied, 13%

satisfied, 65%

fair, 24%

very satisfied, 10%

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
- 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
- **HAPPY HOUR** – networking and meeting people from related industry

sponsor logo on seminar emails

The Event is Sponsored by:

SanDisk PSC

hyperstone Qimonda

sponsor poster in seminar venue

Sponsor's exposure

Event's Exposure: Computex 2008 Show Guide

COMPUTEX TAIPEI FORUM

COMPUTEX TAIPEI FORUM

DRAMeXchange Compuforum 2008:
Memory & Storage – Evolution or Revolution?

Date: June 3, 2008
Venue: Nangang Exhibition Hall, Room 402
Sponsors: SanDisk, Qimonda, PSC, Hyperstone
Organizer: TAITRA, TCA
Operators: DRAMeXchange Technology, Inc.
Conference Pass: $300 USD
Company Website: http://www.dramexchange.com
Event Website: http://seminar.dramexchange.com/2008/Computex/overview.aspx
Contact Info: event@dramexchange.com or Call Lilia Huang/Angus Hsu at
+886-2-7702-6888 Ext. 680/690

COMPUTEX TAIPEI FORUM

Session	Time	Company	Speaker	Topic
		09:00-09:30 Check-In		
Opening	09:30-09:45	DRAMeXchange	Liu, C. L. Ph.D. Chairman	Welcome Address
Session 1	09:45-10:25	Qimonda AG	Peter Schaefer Vice President, Product Line Server	Options of Power Saving in Data Centers
Session 2	10:25-10:55	DRAMeXchange	Jeff Chen Senior Analyst of Industry Research Division	China Market Scale and Channel Strategy for Memory Modules
		10:55-11:05 BREAK		
Session 3	11:05-11:35	DRAMeXchange	Joyce Yang Vice President of Industry Research Division	DRAM Future Outlook: A Battle for Survival or for Profit?
Session 4	11:35-12:05	Seagate Technology	Brian Wickman Executive Director Korea/Taiwan	Digital Storage Landscape 2012
		12:05-13:30 NETWORKING LUNCH		
Session 5	13:30-14:20	SanDisk Corporation	Doreet Oren Director Product Marketing	New SSDs on the Way

Session	Time	Company	Speaker	Topic
Session 6	14:20-14:50	Silicon Motion	Wallace Kou President and CEO	The Technical Challenge for Flash Controller Makers to Develop MLC-Based SSD Solution
		14:50-15:00 BREAK		
Session 7	15:00-15:30	Hitachi GST	Robert Chu Vice President, Asia Pacific	Future Outlook of HDD and SSD Market
Session 8	15:30-16:00	ASUSTeK Computer	Samson Hu General Manager of EPC Business Unit	The Effect of Low-Priced PCs on Flash Market
Session 9	16:00-16:30	DRAMeXchange	Wayne Chen Director of Industry Research Division	Opportunities and Challenges in the NAND Flash Industry

16:30-17:30 HAPPY HOUR

The agenda is preliminary and subject to change without notice!

WORLD'S LEADING ICT PROCUREMENT PLATFORM

COMPUTEX TAIPEI
Taipei International Information Technology Show
June 3-7, 2008
SHOW GUIDE 參觀指南
www.ComputexTaipei.com.tw

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COMPUTEX TAIPEI 2008

Event's Exposure: June 3, 2008 Computex Show Daily

COMPUTEX TAIPEI
Taipei International Information Technology Show
June 3, 2008

COMPUTEX TAIPEI FORUM
DRAMeXchange Compuforum 2008
Memory & Storage – Evolution or Revolution?

The landscape of a changing memory and storage industry has emerged. The million-dollar question here is not about the changes but whether "YOU" can keep up!

This year's DRAMeXchange Compuforum offers a variety of valuable market intelligence directly from top industry experts from SanDisk, Qimonda, Silicon Motion, Hitachi GST, and Seagate, ASUS, and DRAMeXchange. Topics range from the industry outlook for DRAM and NAND Flash, the unique relationship between HDD and SSD, power-saving options in data centers, the challenge for controller technology in MLC-based SSD, China's market scale and channel strategy for memory modules, and the effect of low-priced PCs on the flash market.

First, DRAMeXchange analysts will discuss hot topics surrounding the DRAM and NAND Flash industry. For instance, the current state, product mix and possible future change of global 8" facilities, DRAM makers' technology roadmap, DRAM industry consolidation the development of NAND Flash manufacturers, an outlook on the future trend and technology challenge of NAND Flash, and some new application opportunities of NAND Flash, are among many of the issues to be explored.

Second, as energy conservation has become an increasingly vital imperative in the last two years, especially for large data centers, our forum will dedicate one session for participants to explore "Options of Power Saving in Data Centers." Cost of Ownership will continue to drive this energy-conscious trend in 2008 and demand power-efficient solutions for DDR3.

Third, there has been a huge industry debate about the unique relationship between HDD and SSD. While some feel optimistic about strong SSD growth in the market over the next few years, others believe that these two types of storage technology will and must coexist. Three interesting sessions are in order: New SSDs on the way, the coexistence of HDD and SSD, and the future outlook of these two 'distant cousins'. Participants will have a rare opportunity to explore this extremely controversial subject matter with top industry experts!

Come join us and stay competitive in this ever-changing industry!

Date: Tuesday, June 3, 2008
Venue: Room 402, Nangang Exhibition Hall, Taiwan
Standard price: $300 USD
Note: Speeches are in English. Interpretation is unavailable.
Website: http://seminar.dramexchange.com/2008/Computex/overview.aspx

Event's Exposure: June 4, 2008 Computex Show Daily

COMPUTEX TAIPEI
Taipei International Information Technology Show
June 4, 2008

DRAMeXchange Forum

Welcome to DRAMeXchange Compuforum 2008!

A changing landscape of the memory and storage industry has emerged. The million-dollar question here is whether you can keep up! This conference not only offers a perfect occasion to obtain real-time market intelligence, but also provides an ideal environment to foster new business opportunities.

Each year our event attracts numerous leading memory makers, module manufacturers, OEMs and many decision makers from other related industries. This year, in addition to three experienced DRAMeXchange analysts, we are honored to have six seasoned industry professionals from world's top memory and storage firms – SanDisk, Qimonda, Silicon Motion, Seagate, Hitachi GST, and ASUS. Their discussion topics this year range from the industry outlook of DRAM and NAND Flash, the unique relationship between HDD and SSD, power-saving options in data centers, the challenge for controller technology in MLC-based SSD, China's market scale and channel strategy of memory modules, to the effect of low-priced PCs on the flash market. I hope you can benefit from all these great discussions.

Furthermore, I would like to take this opportunity to extend a special thanks to all of our sponsors this year – SanDisk, Qimonda, PSC, and Hyperstone. Their collective support makes this event possible.

Finally, it is my firm believe that participants can always get out of DRAMeXchange Compuforum as much as what they put into it. Be sure to listen, learn, network, and most important of all, enjoy!

Sincerely,

C. L. Liu, PhD.
Chairman
DRAMeXchange Technology, Inc.

At this year's COMPUTEX TAIPEI, DRAMeXchange held a one-day, in-depth discussion on issues of most importance to the memory industry, offering a perfect occasion for participants and their companies to obtain market intelligence through the forum. In the conference, they also aim to provide an environment, where event participants can meaningfully interact with leading industry professionals and other industry peers to foster new business opportunities.

"This conference not only offers a perfect occasion to obtain real-time market intelligence, but also provides an ideal environment to foster new business opportunities. Each year our event attracts numerous leading memory makers, module manufacturers, OEMs and many decision makers from other related industries. This year, in addition to three experienced DRAMeXchange analysts, we are honored to have six seasoned industry professionals from world's top memory and storage firms – SanDisk, Qimonda, Silicon Motion, Seagate, Hitachi GST, and ASUS. Their discussion topics this year range from the industry outlook of DRAM and NAND Flash, the unique relationship between HDD and SSD, power-saving options in data centers, the challenge for controller technology in MLC-based SSD, China's market scale and channel strategy of memory modules, to the effect of low-priced PCs on the flash market." said C. L. Liu, PhD, Chairman of DRAMeXchange Technology, Inc.

According to Liu, in this information technology world, everybody can build a piece of inoformation and

Peter Schoefer, Vice President, Product Line Server of Qimonda AG.

C. L. Liu, PhD, Chairman of DRAMeXchange Tech. Inc.

even find a piece of information at ease. Interestingly, every piece of information is linked to every piece of information. "As we are here today, we are all trying to be number one, trying our best to do what we really want to do."

Three key analysts from the Industry Research Division of DRAMeXchange discussed eopportunities and challenges of the DRAM and NAND Flash sectors as well as the current market and in current trends of China's memory module market. Needless to say how importance of Memory for today's world, just as Liu said in the opening ceremony: "Thanks for memory, without memory-without computing."

Aside from expected hot topics about the DRAM and NAND Flash industry, demand power-efficient solutions for DDR3, and the unique relationship between HDD and SSD, the speakers further shared valuable insights and viewpoints for participants.

As major notebook makers look for no-compromise MLC-based SSD solution to replace HDD, the topic the areas to which controller firms ought to pay attention of provided valuable insight into the design consideration and domain know-how that are rather different between flash memory card controller and SSD controller.

DRAMeXchange also dedicated another session to a professional viewpoint on the background and trend of low cost PC, and the role of flash memory in this business context. Here are a few important questions to consider: how should the flash memory penetrate the low cost PC segment? What are the major requirements of low cost PC? What will low cost PC impact and drive the upstream component industry?

Memory & Storage - Evolution or Revolution?

Event's Snapshots

Media's Exposure

- **Google search results: 5,760 searches for Compuforum 2008**
- **Worldwide media exposure: 30 articles on Compuforum 2008**
- **Media exposure breakup from: Taiwan, Japan, Korea, China, Germany, USA and others**

Contact details

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event@dramexchange.com

We are looking forward to seeing you at DRAMeXchange Compuforum 2009