



Flash Memory Summit Announces Awards Program Open for Submissions

Prestigious Best of Show Recognition Awards to be presented on August 14th in Santa Clara

SANTA CLARA, CA – May 21, 2013 – Flash Memory Summit (“FMS”), the world’s largest conference dedicated to the non-volatile memory and SSD markets, today announced it has opened submissions for its prestigious Best of Show Awards. The Awards, in their 8th year, will be presented on August 14 at 6:00pm in the exhibition hall at the Santa Clara Convention Center.

Submissions are now being accepted for the following categories:

Most Innovative Flash Memory Consumer Application - Recognizes innovation in how a product or service is used to solve specific consumer problems. So an exciting new consumer use for your product is really what this category is all about. Example applications include smartphones, music/video players, digital cameras, gaming systems, navigational systems, tablets, ultrabooks, mobile computing solutions, and other consumer hardware and software products.

Most Innovative Flash Memory Enterprise Business Application - Recognizes how a product or service is being used to solve a specific business problem. So an exciting new business use for your product is really what this category is all about. Example applications include commercial applications that apply to all business environments or vertical applications addressing specific market segments such as video/broadcast, automotive, imaging, military, healthcare, financial, and others. Application solutions can address a wide range of business requirements for the traditional data center, virtualized desktop and server environments, public / private / hybrid cloud computing, and other IT environments.

Most Innovative Flash Memory Technology - Recognizes innovations that will change the way flash memory works and is used in products. The recipients of this award will enjoy significant differentiation of their intellectual property and patents from competing technologies in the industry. Examples of such innovations include technology resulting in record breaking performance, new levels of high availability, groundbreaking industry standards, green energy efficiencies, advanced memory management, game changing capacity optimization, or other innovative features and capabilities.

Most Innovative Flash Memory Customer Implementation – The customer Implementation category awards innovation in the implementation of flash memory in real customer applications. An innovative application can be represented by a case study that highlights how a specific customer has solved an important problem by using a specific product or service. Examples of such flash memory customer implementations include ROI, Quality of Service, Business Continuity, Security, Data Protection, Virtualization, Cloud, Software Defined Storage, Simplicity of Operations, People Productivity ,and other benefits that make a difference for the customer. An end user customer case study is required to apply for this award.

Flash Memory Summit expects approximately 3,500 registrants this year. The awards program, open to all participants and attendees, will be judged by a panel of solid state memory industry experts. Judges will consider the following criteria:

- Distinctiveness of the application, technology, or product
- Central use of flash memory as a solution or innovation
- Technical and business significance to the general marketplace

Winners will be announced and prizes awarded at the Flash Memory Summit. Winners must be present at the event to receive their awards. The \$1000 entry fee is waived for all sponsors and exhibitors of the Flash Memory Summit. Zip files or other supporting documentation (such as data sheets, brochures, PowerPoint presentations, or product reviews) permitted for the awards committee to consider in reviewing the nomination.

For more information and complete details on each category, please visit <http://www.flashmemorysummit.com/English/Conference/BOS.html>

About Flash Memory Summit (FMS)

Flash Memory Summit, produced by Conference ConCepts, showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets, and embedded systems. The 2013 event takes place on August 13-15 at the Santa Clara Convention Center in Santa Clara, California. For more information, visit www.flashmemorysummit.com

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About Conference ConCepts

Conference ConCepts, organized in 1994, has produced many technical events focused on cutting edge technology in engineering and the computing industry. The company's principals each have over 35 years experience in the technical trade show industry. For more information about Conference ConCepts, visit: www.conferenceconcepts.com

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