



Event Advisory: Panel to Explore New Directions in Memory Technology at 2011 IMW Conference

May 16, 2011

SANTA CLARA, Calif., May 16, 2011 - The global demand for memory capacity is expected to grow at a rapid pace for the foreseeable future, and the semiconductor industry is now evaluating the emerging technologies that will most likely meet this challenge. At the sub-20nm nodes, DRAM, Flash and other memory technologies may look very different from the structures we know today. Will DRAM and Flash devices continue to develop separately or will a universal memory format emerge?

To explore this important topic, Applied Materials is sponsoring a prestigious panel of experts representing key players in the memory industry at the 2011 IEEE International Memory Workshop on May 23, 2011, in Monterey, California. The panel, titled "Is Technology Taking Us in a New Direction? The Future of Memory Devices", is sure to be a lively and informative exchange of ideas.

Panel: Laith Altimime - Imec
Matti Floman - Nokia Corporation
Jooyoung Lee - Samsung Electronics Co. Ltd.
Sung-Kye Park - Hynix Semiconductor, Inc.
Yoshitaka Tsunashima - Toshiba Corporation
Raman Achutharaman - Applied Materials, Inc. (Moderator)

Where: Hyatt Regency Hotel
Old Golf Course Road, Monterey, CA 93940

When: Monday, May 23rd, 2011

Schedule: 4:30-6:00pm Panel Discussion
6:00-9:00pm Reception and Poster Session

For more information, and to register for IMW 2011, please visit: www.appliedmaterials.com/events/imw-2011.

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