



Event Advisory: Industry Experts to Debate the Future of Transistor Technology

December 3, 2010

SANTA CLARA, Calif., December 3, 2010 - Applied Materials, Inc. will host an important forum on December 7 in San Francisco that explores the critical decisions the semiconductor industry must make as conventional transistor scaling approaches its limits. Can alternative channel designs employing exotic materials overcome the scaling bottlenecks beyond 22nm or will 3D multi-gate architectures be required? If so, what materials and processes must change to allow these new structures to be fabricated, signaling a paradigm shift in the technology development model required to meet the challenge?

Join us as experts from across the semiconductor industry value chain debate this important technology inflection during a panel session moderated by Professor Yuan Taur from U.C. San Diego. The forum, titled "Is Moore's Law Taking Us in a New Direction?", will discuss how the industry will decide which technologies to pursue and which will be most suitable for cost-competitive high-volume manufacturing.

Panel: Ming-Ren Ling - GlobalFoundries, Inc.
Ghamvam Shahidi - IBM Corp.
D.K. Sohn - Samsung Microelectronics, Ltd.
Thomas Skotnicki - STMicroelectronics
Geoffrey Yeap - Qualcomm, Inc.

Where: Parc 55 Wyndham Hotel
55 Cyril Magnin Street, San Francisco, CA 94102

When: Tuesday, December 7, 2009

Schedule: 5:15pm-6:30pm Registration
5:30pm-6:30pm Reception
6:30pm-7:30pm Panel Discussion

For more information on this exciting event, please visit: <http://www.appliedmaterials.com/events/iedm-2010>.

Applied Materials, Inc. (Nasdaq:AMAT) is the global leader in providing innovative equipment, services and software to enable the manufacture of advanced semiconductor, flat panel display and solar photovoltaic products. Our technologies help make innovations like smartphones, flat screen TVs and solar panels more affordable and accessible to consumers and businesses around the world. At Applied Materials, we turn today's innovations into the industries of tomorrow. Learn more at www.appliedmaterials.com. ###

Contact:

Betty Newboe (editorial/media) 408.563.0647
Michael Sullivan (financial community) 408.986.7977

HUG#1468498