



## Media Advisory: Applied Materials to Focus on Innovation at Semicon West 2011

July 11, 2011

SANTA CLARA, Calif., July 11, 2011 - Applied Materials, Inc. will showcase its innovations for producing future generations of microchips at Semicon West 2011, one of the world's foremost technology trade shows, to be held July 12-14, 2011, in San Francisco.

The company's opening event is a breakfast meeting for credentialed financial analysts and media, featuring Applied Materials senior executives, led by chief executive officer Mike Splinter. In addition to providing insight into Applied's business environment and strategies, the presentation will showcase key breakthroughs for fabricating the higher-performance, higher-efficiency chips that are destined to power the next smartphones, tablets and PCs. A live video webcast of the event will be available at: <http://investors.appliedmaterials.com>.

**When:** Tuesday, July 12, 2011, 8:00 a.m. PDT (11:00 a.m. EDT)

**Where:** The Palace Hotel, 2 New Montgomery Street, San Francisco

For details about semiconductor technology innovations, visit Applied's media resource site that links to press releases, presentations, articles, photos and videos at [www.becauseinnovationmatters.com](http://www.becauseinnovationmatters.com).

The company's exhibit and meeting location this year will be in the Esplanade Hall of Moscone South. For the first time, Applied will feature an interactive three dimensional experience that visually explains the innovations that customers will use to build tomorrow's logic and memory chips. All show attendees are welcome to view this experience.

Highlighting the company's expertise across a range of technologies, Applied will be participating in multiple technical sessions, including those on 3D packaging technology and process technologies for enabling future NAND Flash devices. Information about these sessions can be found at [www.appliedmaterials.com/events/semicon-west-2011](http://www.appliedmaterials.com/events/semicon-west-2011).

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](http://www.appliedmaterials.com).

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