



EVENT ADVISORY: Semiconductor Industry Experts to Examine the Changing Face of Non-Volatile Memory

December 1, 2015

SANTA CLARA, Calif., December 1, 2015 - Memory technologies have long been dominated by DRAM and NAND, with phase-change memory representing a niche market and storage-class memory (SCM) a potential new category. The massive amount of data that is being generated every day by the growing number of connected devices is creating a bottleneck in the cache/memory/storage hierarchy, and is driving a greater focus on SCM technology and 3D NAND to improve performance. This transformation of the industry's non-volatile memory (NVM) roadmap raises many questions and challenges.

On December 8, 2015, Applied Materials will host a forum in Washington D.C. titled, "*The Changing Face of Non-Volatile Memory*" to examine some of the issues that lie ahead. The discussion will address such questions as whether or not today's 3D NAND can be improved to remain the leader in the NVM space. If not, what fundamental changes will take place in NVM technology? Where might SCM best fit in a new hierarchy? What role will materials engineering play? What impact will latency, cost per bit, power and bandwidth have?

To register for this thought-provoking event, please visit: <http://www.appliedmaterials.com/company/news/events/2015-applied-materials-panel-discussion>

Moderator:

Bradley Howard, Ph.D. - technical director, Memory Technology, Applied Materials

Panel:

Kunok Ahn - vice president, NAND Flash Process, Integration and Device Engineering Group, SK Hynix

Kazumi Ino - deputy general manager, Advanced Memory Development Center, Toshiba Corp.

Malgorzata Jurczak, Ph.D. - director, Emerging Memories Program, imec

Charles Slayman, Ph.D. - technical leader, Risk Assessment for Memory Systems, Cisco Systems

Mehdi Vaez-Iravanian, Ph.D. - vice president, Advanced Imaging Technologies, Applied Materials

Where:

Omni Shoreham Hotel
2500 Calvert Street NW, Washington, D.C.

When:

Tuesday, December 8th, 2015

Schedule:

5:00 - 6:00 p.m.	Shuttle from Hilton Washington Hotel
5:00 - 6:15 p.m.	Registration and Reception
6:15 - 7:40 p.m.	Panel Discussion
7:45 p.m.	Return shuttle to Hilton Washington Hotel

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