



MEDIA ADVISORY

Samsung Showcasing Green, High Performance Memory and Storage Server Solutions at VMworld 2010

Samsung will exhibit leading memory and storage technologies for enterprises and small corporations in a 20,000 sq ft. booth (Booth #201), as well as in special presentations at the Cisco Systems and IBM booths.

WHO: Samsung Semiconductor, Inc.

WHY: Memory and storage are essential pieces of advanced virtualized and cloud computing architectures. In our demonstrations, displays, presentations and booth discussions, we will address how advanced memory such as Samsung Green (30nm and 40nm class), 1.35V DDR3 along with our Green SSD solutions optimize a highly virtualized environment to improve ROI for data center and IT managers. We will also explain why the IT manager's technology choice is as important as the amount of memory and storage required to drive virtualized environments.

WHEN: Aug 30, 4-7 pm; Aug 31 and Sept 1, 10 am – 6 pm; Sept. 2, 10 am – 2 pm

WHERE: VMworld 2010; San Francisco, CA; Moscone Convention Center (South Halls, Exhibit booth #201)

WHAT:

1. Virtualization demonstrations with major server manufacturers

- **HP SQL server, demonstrated in Samsung booth:**
HP G7 DL385 with Samsung DDR3 and SSD running multiple virtual MSOL to highlight SSD I/O efficiency over concurrently-running traditional HDD
- **IBM BladeCenter HS22V with very low profile memory, demonstrated in IBM booth:**
Samsung 16GB VLP DIMMS based on 1.35V, 40nm class 4Gb-based Green DDR3 at extremely low power with latest IBM virtualization blade server, offering high level of functionality and highest density

2. Technologies being spotlighted:

Memory:

UDIMM

Samsung 1.35V~1.5V 4GB & 8GB UDIMMs

RDIMM

Samsung 1.35V~1.5V 8GB, 16Gb and 32GB RDIMMs

VLP RDIMM

Samsung 1.35V~1.5V 16GB VLP RDIMM

Solid State Drives:

2.5" 50GB-120GB SSD SATA

2.5" 256GB SSD SATA

3. Presentations being delivered:

Presentation	Date	Time	Location	Speaker
Optimizing Virtualization using Advanced Memory and Storage Technology	Mon., Aug. 30	1:30 - 2:30 PM	Moscone West, Rm. 2005	S.Kadivar (DDR3) & Steve Weinger (SSD)
Building a Successful Virtual Infrastructure with Memory and Storage Technology	Thurs. Sept. 2	1:30-2 PM	Solutions Exchange Theater, Moscone South	Sylvie Kadivar
Building Energy-efficient (Cisco) UCS Systems with High Efficiency Green Memory Technology	Thurs. Sept. 2	11:55 AM- 12:30 PM	Cisco Booth #801	Odilio Vargas

FOR MORE INFORMATION, CONTACT:

John E. Lucas

408-544-4363

408-712-7856 (cell)

j.lucas@ssi.samsung.com

Tara Yingst

Tara.Yingst@ar-edelman.com