



First Annual MRAM Developer Day Introduces a Powerful Memory Technology for High-Speed Storage

SANTA CLARA, CA – January 10, 2018 – Conference Concepts, producer of the industry-leading Flash Memory Summit (FMS), announces the first annual MRAM Developer Day to be held on Monday, August 6, at the Santa Clara Convention Center in co-location with FMS. The event focuses on applications that take advantage of MRAM's cutting-edge bandwidth, latency, and endurance. According to Grand View Research, these characteristics, coupled with ever-increasing demand for larger and faster storage systems, will lead to an almost \$5 billion market for MRAM by 2025. The event features a keynote, annual updates, application briefs, paper presentations, and expert panels. It covers current major applications including high-speed caches, storage accelerators, persistent memory, and embedded systems.

"MRAM is ready for prime time," says conference Organizing Committee Chair Barry Hoberman, independent consultant and former CEO of MRAM startup Spin Transfer Technologies, "Its combination of high speed, low power, full byte addressability, ruggedness, high endurance, and short write cycles makes it ideal for applications such as big data, high-speed analytics, machine learning, artificial intelligence, and IoT."

MRAM Developer Day also offers table exhibits and founding sponsorships for companies and organizations wanting to take leadership positions in this fast-emerging market.

Supporting Resources

- Visit MRAMDevDay on: MRAMDeveloperDay.com
- Follow MRAMDevDay on [Twitter.com/MRAMDeveloper](https://twitter.com/MRAMDeveloper)

To discuss exhibiting, contact:

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About MRAM Developer Day

The MRAM Developer Day will allow MRAM developers from all application areas to get the latest information on specifications, products, and ecosystem support. It will also bring them up-to-date on ways to make their applications run faster, scale better, use less power, and reduce latency. It will be a one-stop shop for all MRAM issues and will give attendees an opportunity to hear the latest updates, ask questions of the experts, and talk to vendors offering a wide variety of products and services.

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