



## MEDIA ALERT

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### **SATA-IO to Highlight Expanded SATA Features at Flash Memory Summit 2016** *New SATA v3.3 Specification Includes Support for Shingled Magnetic Recording (SMR) Among Other Enhancements*

**WHO:** [The Serial ATA International Organization](#) (SATA-IO), the consortium dedicated to sustaining the quality, integrity and dissemination of Serial ATA (SATA™) technology.

**WHEN:** [Flash Memory Summit \(FMS\) 2016](#): August 9-11, 2016

**WHERE:** Booth #802, Santa Clara Convention Center, 5001 Great America Pkwy, Santa Clara, Calif., 95054

**WHAT:** Experts will be on hand at the SATA-IO booth to discuss the new SATA Revision 3.3 Specification features that enable higher capacity, reliability and flexibility for SATA-based products, including support for Shingled Magnetic Recording (SMR).

To further demonstrate the diverse portfolio of SATA applications, the SATA-IO booth will showcase a variety of member products, including:

- 2.5" SATA SSD
- 3.5" SATA SMR HDD
- 7mm Mobile SATA HDD
- mSATA SSDs
- SATA M.2 SSDs
- SATA NAND BGA
- SATA RAID Controllers
- SATA SSD Verification Platform

#### **Educational Event:**

Join SATA-IO for a discussion on SATA and its support for Shingled Magnetic Recording (SMR) during the FMS *Beer, Pizza and Chat with the Experts* session – Tuesday, August 9, 2016 at 7 p.m.

#### **Onsite Briefings:**

To learn more about SATA-IO's current and future initiatives, press and analysts can schedule briefings via [press@sata-io.org](mailto:press@sata-io.org).

#### **About SATA-IO**

Formed in September 2004, the SATA-IO is the International Organization that owns and manages Serial

ATA specifications as open industry standards. The organization defines and implements the Serial ATA storage specification as the industry's storage needs evolve. It is dedicated to sustaining the quality, integrity and dissemination of the SATA technology by maintaining the specifications, promoting and marketing the benefits of the technology and creating future interface features and specifications that carry storage into the next decade. Additional information about the organization, its participating companies and membership is available at [www.sata-io.org](http://www.sata-io.org).