



## **MEDIA ALERT**

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**SATA-IO to Showcase Availability of M.2 Products at Storage Visions 2014**  
*Leading Member Companies Highlight M.2 Storage Solutions for Ultrathin Mobile Computing*

**WHO:** [The Serial ATA International Organization \(SATA-IO\)](#)

**WHEN:** [Storage Visions 2014 Conference](#), January 5-6, 2014

**WHERE:** Booth #57, The Riviera Hotel and Conference Center, 2901 Las Vegas Blvd. South, Las Vegas, NV 89109

**WHAT:** The Serial ATA International Organization (SATA-IO), the consortium dedicated to sustaining the quality, integrity and dissemination of Serial ATA (SATA™) technology, will be exhibiting at the Storage Visions 2014 Conference, highlighting the widespread availability of SATA M.2 products and accompanying infrastructure. M.2 is a small form factor card and connector that supports applications such as Wi-Fi, WWAN, USB, PCIe and SATA. An M.2 card with a SATA interface is typically a Solid State Drive (SSD), suitable for ultra-thin notebooks and tablets. SATA M.2 is described in the recently announced [SATA v3.2 specification](#).

More than a dozen industry leading SATA-IO member companies will showcase M.2 cards, systems, and test equipment in the SATA-IO booth, #57. SATA-IO industry experts will be on hand to discuss the M.2 demonstrations, as well as the latest SATA developments including SATA Express and SATA v3.2 features. If you would like to schedule an onsite briefing with a SATA-IO spokesperson to discuss M.2 and other new SATA developments, please contact Lela Gradman at [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).

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