



## MEDIA ALERT

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### **SATA-IO Showcases the Evolution of SATA at Flash Memory Summit 2014**

*Leading Member Companies Exhibit SATA-Based Solutions, Ranging from SATA Express to the Latest in Solid State Hybrid Drives*

**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 2014](#), Aug. 5-7, 2014

**WHERE:** Booth #806, Santa Clara Convention Center, 5001 Great America Pkwy, Santa Clara, Calif., 95054

**WHAT:** The SATA-IO booth will feature a wide range of SATA products and technology including:

- A live demonstration of SATA Express
- M.2 and mSATA cards and microSATA
- 2.5" and 3.5" SATA 3.0 SSDs
- SATA HDDs
- Solid State Hybrid Drives (SSHDs)

Additionally, industry experts will be on hand to talk about upcoming SATA features that will support higher capacity HDDs, faster SSHDs, and more flexibility in enterprise environments. These yet to be released features include:

- Shingled Magnetic Recording (SMR) management
- SATA SSHD performance enhancements
- Remote power-down of SATA drives

**EVENING EVENT:** SATA-IO Marketing Work Group Chair, Paul Wassenberg, will lead the SATA Express discussion during the **FMS Beer, Pizza and Chat with the Experts** session starting at **7 p.m, Tuesday, Aug. 5, 2014**.

**WHY ATTEND:** Booth and FMS Beer, Pizza and Chat attendees will learn how SATA-IO continues to update its technical specifications to address the evolving storage market's needs.

**ONSITE BRIEFINGS:** To learn more about SATA-IO's current and future initiatives, media and analysts can schedule interviews 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).

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