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**FOR IMMEDIATE RELEASE**

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## **SATA-IO to Showcase Breadth of Applications at Flash Memory Summit 2012**

*Leading Member Companies Highlight Ubiquity of SATA Storage Devices*

**WHO:** [The Serial ATA International Organization<sup>SM</sup> \(SATA-IO\)](#)

**WHEN:** [Flash Memory Summit: August 21-23, 2012](#)

**WHERE:** Booth #821, Santa Clara Convention Center

**WHAT:** The Serial ATA International Organization ([SATA-IO](#)), the industry consortium dedicated to sustaining the quality, integrity and dissemination of Serial ATA (SATA™) technology, will be on-site at the 2012 Flash Memory Summit to highlight the breadth and depth of SATA applications in the storage market. Industry leading SATA-IO member companies HGST, LSI, Samsung, SanDisk, TE Connectivity and Toshiba will showcase products in the SATA-IO booth. Product demonstrations will feature host and device connectors, HDDs and SSDs, as well as showcase a variety of SATA implementations including mSATA and microSSD.

Additionally, representatives from SATA-IO will be on hand on August 21 for the Flash Memory Summit's "Meet the Experts" session from 6:00-7:30 p.m. Stop by the SATA-IO table to get the latest information on the upcoming SATA Express™ specification, expected to be released later this year.

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### **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 nearly 200 participating companies and membership is available at [www.sata-io.org](http://www.sata-io.org).