

TRENDFOCUS Seminar 2008

Thursday, October 2, Le Meridien Hotel Pacific, Shinagawa, Tokyo

1:30pm - 5:00pm, Shiratama Room

TRENDFOCUS' compelling annual seminar in Japan will begin with a deep look at changes in HDD and component market dynamics, focusing on demand drivers from the PC and CE markets. Special attention will be paid to shortages, capital investments, and emerging technologies. **Session 2** will focus on the potential erosion of HDD markets caused by SSDs. **Session 3 will feature key decision makers from Apple, Hewlett-Packard, Sony, and Sun Microsystems** in an exclusive Q&A panel discussion. The confirmed agenda is as follows:

Session 1: TRENDFOCUS' 2008 Update, 2009 Outlook (1:30pm-2:15pm)

TRENDFOCUS' analysts will provide a thorough review of the HDD industry and its supply chain, as well as discuss key points facing the market in 2009. Topics to be covered, with Q&A, include:

- ◆ Evaluation of 2008 HDD and component markets, review of original forecasts and critical changes, and analysis of recent supplier consolidation
- ◆ 2009 forecast focusing on demand drivers from the PC and CE markets, discussion of shortages and investments, follow-on technologies, and the potential impact of SSDs.

Session 2: SSD Erosion of HDD Market Segments (2:30pm-3:30pm)

Continued developments in NAND flash and SSD controller technologies are beginning to produce SSDs that provide a compelling replacement for HDDs in some applications. While the near-term impact on the HDD market as a whole is limited, both the enterprise and mobile HDD markets are exposed to long-term erosion from the onslaught of solid-state solutions. Opportunities and challenges facing SSD penetration of key HDD segments will be assessed.

Session 3: The Decision Makers Speak (3:45pm-5:00pm)

We have gathered key decision makers in the storage industry to share their views on issues relating to HDDs, SSDs, and flash. Leaders of some of the most recognized and respected names in PCs and CE will address critical issues facing storage providers in Q&A format. Don't miss this opportunity to meet and hear from:

- ◆ **Apple Computer:** Casey Fisher, Director, HDD
- ◆ **Hewlett-Packard:** Steve Decker, Director, HDD
- ◆ **Sony:** Toshihiko Yaoi, Senior Manager, HDD, Audio & Video Business Group
- ◆ **Sun Microsystems:** Michael Cornwell, Lead Technologist for Flash Memory

Reception (5:00pm-6:30pm)

Sign-up Information (includes presentation hardcopy, softcopy, and reception)

- ◆ **TRENDFOCUS Information Services customers:** 27,825 yen (includes tax)
- ◆ **Non-customers:** 63,000 yen (includes tax)
- ◆ To register, please visit www.trendfocus.com and click on "To Register" box at the top right corner.

SEATING IS LIMITED

Our 2007 event sold out quickly, so sign up now!