

Presents the SSD Seminar Series

DATE: **September 13, 15, 17, and 24, 2010.**

LOCATION: **Orlando, Cleveland, Austin, Orange County**

AGENDA

9:30	–	9:45 am	Welcome / Opening Remarks
9:45	–	10:45 am	Keynote Presentation: Jim Handy
10:45	–	11:15 am	Intel
11:15	–	11:45 am	LSI
11:45	–	12:00 pm	Working Lunch
12:00	–	12:30 pm	STEC
12:30	–	1:00 pm	Western Digital
1:00	–	1:30 pm	Pliant
1:30	–	2:00 pm	PMC-Sierra (Adaptec)
2:00	–	2:30 pm	Round Table Wrap-Up

The SSD: A Solid Choice for Storage

Avnet, the ultimate storage destination, presents the SSD Seminar Series - Sign up now to get up to speed on all things SSD.

The time for knowledge is now. The enterprise and embedded space is embracing the Solid State Drive – don't get caught behind the learning curve. Avnet's SSD Seminar Series will provide you with everything you ever wanted to know about the SSD – and then some! Topics covered will include: benefits, total cost of ownership and technical knowledge.

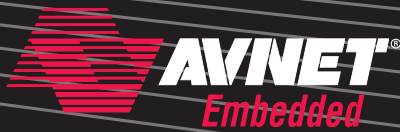
Featuring noted industry analyst Jim Handy in a guest speaking spot, the seminar will also include presentations from leading SSD suppliers (and Avnet partners) PMC-Sierra (Adaptec), LSI, Intel, Pliant, , STEC and Western Digital. Jim has been cited as an SSD expert in such notable outlets as PC World, the New York Times and the Wall Street Journal.

This seminar is a must-attend for OEMs manufacturing products for all storage market segments including enterprise, military and HPC markets. Come join the storage experts and Avnet, to learn why the SSD is a solid choice for storage!

Ten lucky guests will be eligible to win a \$50.00 American Express card for attending.

Please save the date with Robin Osborne at rosborne@bellmicro.com by Friday, August 27th.

Thank you!



Presents the SSD Seminar Series

JIM HANDY

Biography:

Jim Handy, a widely recognized semiconductor analyst, comes to Objective Analysis with over 30 years in the electronics industry including 14 years as an industry analyst for Dataquest (now Gartner) and Semico Research.

His background includes marketing and design positions at market-leading suppliers including Intel, National Semiconductor, and Infineon.

A frequent presenter at trade shows, Mr. Handy is known for his widespread industry presence and volume of publication. He has written hundreds of articles for trade journals, Dataquest, Semico, and other prior employers, and is frequently interviewed and quoted in the electronics trade press and other media.

Mr. Handy has a strong technical leaning, with a Bachelor's degree in Electrical Engineering from Georgia Tech, and is a patent holder in the field of cache memory design. He is the author of "The Cache Memory Book" (Harcourt Brace, 1993), the leading reference in the field. Handy also holds an MBA degree from the University of Phoenix. He has performed rigorous technical analysis on the economics of memory manufacturing and sales, discrediting some widely held theories while unveiling other true motivators of market behavior.

Mr. Handy is on the Advisory Board of the Flash Memory Summit, a member of the **Embedded System Conference's** Embedded Leader Community, a member of the Mass Storage Technical Working Group of the International Electronics Manufacturing Initiative (iNEMI), a member of the Storage Networking Industry Association (**SNIA**) Solid State Storage Initiative (**SSSI**), and is a Leader in the Gerson Lehrman Group Councils of Advisors.

You may also want to share with the sales force this information: Jim is highly quoted for his analysis. He is often in the NY Times, Wall Street Journal. Here is a link to his most recent quotes in Google new alerts: [Jim Handy's latest quotes](#)