



Press Release

FADU CEO Ji-Hyo Lee to Present Data Center Innovation in the Age of AI at '2024 FMS' Keynote

- Meta's Ross Stenfort and Western Digital's Eric Spanneut to Co-Keynote
- "Navigating the AI Revolution" to Offer Solutions Tailored for Low-Power, High-Efficiency Next-Generation Data Centers

Ji-Hyo Lee, CEO of FADU, a data center semiconductor company, will deliver the keynote at the Future of Memory and Storage (2024 FMS) on August 6th. The topic of the keynote will be "Navigating the AI Revolution."

Lee will be joined by Eric Spanneut, Executive Vice President of Western Digital, and Ross Stenfort, Meta Hardware Storage Engineer, to kick off the event.

At 2024 FMS, which will be held at the Santa Clara Convention Center in Silicon Valley, California, USA, Lee will provide an in-depth look at flash storage innovation as hyperscalers grow and the AI market expands. In particular, he will explore the connection between hyperscaler infrastructure advancements and flash storage requirements, and discuss the implications for standardization efforts through the Open Compute Project (OCP) and other initiatives. He will also define "low power and high efficiency" as the core values what SSD and controller technologies should strive for in the AI era and share his vision for contributing to future storage technology innovation.

In his keynote speech, Lee will present FADU's future strategy, including the development of next-generation SSDs customized for the AI era, its role as a leader in Gen5 and Gen6 controllers, and the provision of the best product line for enterprise SSDs.

"Today's advancements in AI have created an urgent need for innovation in data center and hyperscale infrastructure markets," said Lee. "The demand for flexible data placement (FDP) technology that combines high performance, power efficiency, and high capacity will only increase."

At 2024 FMS, FADU will showcase its next-generation SSD technology for the AI era, as well as new solutions to optimize connectivity between GPUs, HBMs, and SSDs via CXL switches.

FADU's Gen5 controller technology supports QLC-based SSDs and is a leader in CXL, the next generation of interconnect technology.

Lee's keynote at FMS is expected to provide important guidance for next-generation data centers and hyperscale infrastructures. "With FADU's technology, which delivers the highest performance while offering superior power and cost efficiency, we will set a new standard for the AI era," said Lee. ###