



# Western Digital®

## MEDIA ALERT

### DRIVING AI INNOVATION: WESTERN DIGITAL REVEALS NEW SOLUTIONS AND DELIVERS KEYNOTE AT #FMS2024

**Future of Memory and Storage Conference (#FMS2024), Booth 607, SANTA CLARA, Calif., August 5, 2024** – Western Digital (NASDAQ: WDC), a leader in Flash and HDD data storage, is unveiling groundbreaking solutions and technology demonstrations at FMS 2024 that raise the bar for performance, capacity and efficiency for transformative [AI Data Cycle](#) workloads. These innovations cater to diverse market segments from hyperscale cloud to automotive and consumer storage. Attendees will also gain insights from a keynote address by Rob Soderbery, executive vice president and general manager of Western Digital's Flash Business Unit, on Tuesday at 3 PM. During the [keynote](#), Soderbery will delve into the strategic advancements propelling the future of NAND, AI and data storage from the data center to the edge.

"As AI technologies advance and become increasingly embedded in the world around us, the demand for storage will only continue to grow," said Soderbery. "Western Digital's product and technology roadmaps are strategically aligned to ensure our customers have the most advanced, reliable solutions to stay ahead in the rapidly changing AI landscape. This holistic approach ensures that our customers receive the most power-efficient, high-performing and high-capacity solutions tailored to their specific needs. We are excited to showcase our full range of products and new technologies and demonstrate how they can transform AI now and into the future."

#### AI Innovation from the Data Center to the Edge

The rapid rise of AI, ML, and large language models (LLMs) is challenging companies with two opposing forces. Data generation and consumption are skyrocketing, while organizations face pressure to quickly derive value from this data. Performance, scalability, and efficiency are essential for AI technology stacks as storage demands rise. Western Digital offers a comprehensive storage technology portfolio tailored to support every stage of the evolving AI Data Cycle. Here are some of the company's show highlights:

#### Data Center:

- Showcasing the company's leading data center products announced in [June](#) – including an industry-leading [PCIe® Gen5 enterprise-class SSD](#) (eSSD) for compute-intensive applications, a new 64TB eSSD for storage-intensive applications, and the world's first 32TB ePMR SMR HDD for massive data storage at scale.
- A BiCS8 128TB high-capacity QLC eSSD technology demonstration for fast AI data lakes and capacity-intensive performance applications.
- The new [RapidFlex™ interposer](#), which converts PCIe SSD signals to Ethernet so now PCIe eSSDs can be deployed in either an Ethernet-switched or a PCIe-switched system architecture as found in the newly enhanced OpenFlex [Data24 4200](#) NVMe-oF™ storage platform. Disaggregated NVMe-oF storage is a key enabler to making AI workflows more effective and manageable. Come see a captivating demonstration with the Ingrasys ES2100 based on NVIDIA Spectrum Ethernet switch technology and NVIDIA's GPUDirect™ Storage (GDS) that enables visualization and analysis of large-scale 3D datasets in real time, highlighting a direct data path between NVMe-oF storage and GPU memory to drive scalable, high-performance and efficient

utilization of storage and GPU resources for intensive AI applications. The RapidFlex Interposer is now available and is currently being licensed by Ingrasys.

**Client:**

- Technology demonstrations of BiCS8 performance and mainstream PCIe Gen5 NVMe™ SSDs for AI PCs, gaming rigs, workstations, laptops and other mobile client PCs.

**Automotive:**

- The new [Western Digital AT EN610 NVMe™ SSD](#) is an automotive-grade, high-performance, wide-temperature range storage solution designed for the demanding requirements of next-generation high-performance centralized computing (HPCC) architectures. With flexibility through high-capacity TLC with the option to fully or partially configure the drive to high-endurance SLC, the AT EN610 comes in M.2 Type 1620 BGA form factor and offers up to 1TB of storage capacity. The Western Digital AT EN610 is now sampling.
- The company is also previewing its new Western Digital iNAND® AT EU752, targeting advanced driver-assistance systems (ADAS), infotainment systems (IVI), and other autonomous driving systems. The EU752 is one of the most advanced automotive-grade storage solutions, which includes additional features beyond the UFS 4.0 specification like automatic device refresh to prevent data corruption, 100% content pre-loading and more for added performance and reliability. Built on BiCS8 NAND technology, it delivers up to 1TB and blazing data transfer speeds. The AT EU752 will be sampling in CQ1'25.

**Consumer**

- A first look at Western Digital's ground-breaking, high-capacity, high-performance flash-based consumer products that push the boundaries of what's possible. The company is introducing the world's first SanDisk® 4TB\* microSDUC™ UHS-I card and world's first SanDisk® 8TB\* SDUC™ UHS-I card, built for tomorrow's smartphones, gaming devices, drones, cameras and laptops.
- Demonstrations of its super-sized SSDs – the first-ever 16TB\* portable SSD proof of concept, and the 16TB\* SanDisk® Desk Drive, featuring unprecedented space and performance to keep up with the ever-growing creation and consumption of rich and engaging content.

For more information about Western Digital, please visit: [www.westerndigital.com](http://www.westerndigital.com).

**About Western Digital**

Western Digital is on a mission to unlock the potential of data by harnessing the possibility to use it. With Flash and HDD franchises, underpinned by advancements in memory technologies, we create breakthrough innovations and powerful data storage solutions that enable the world to actualize its aspirations. Core to our values, we recognize the urgency to combat climate change and have committed to ambitious carbon reduction goals approved by the Science Based Targets initiative. Learn more about Western Digital and the Western Digital®, SanDisk® and WD® brands at [www.westerndigital.com](http://www.westerndigital.com).

\* One terabyte (TB) is equal to one trillion bytes. Actual user capacity may vary depending on the operating environment.

© 2024 Western Digital Corporation or its affiliates. All rights reserved. Western Digital, the Western Digital design, the Western Digital logo, SanDisk, SanDisk Ultra, RapidFlex, WD\_BLACK, WD Blue, and WD Red are registered trademarks or trademarks of Western Digital Corporation or its affiliates in the US and/or other countries. Ingrasys is a trademark or registered trademark of Ingrasys Technology, Inc. The NVMe and NVMe-oF word marks are trademarks of NVM Express, Inc. NVIDIA and GPUDirect are trademarks and/or registered trademarks of NVIDIA Corporation in the United States and other countries. microSDUC and SDUC are registered trademarks or trademarks of SD-3C LLC in the United States and/or other countries. PCIe is a registered trademark and/or service mark of PCI-SIG in the United States and/or other countries. All other marks are the property of their respective owners. Product specifications are subject to change without notice. Pictures shown may vary from actual products. Not all products will be available in all regions of the world.