

Trucks, cars run on data highlighted at August FMS conference

Santa Clara, CA – While the transportation industry makes the transition from internal combustion to electric power and ultimately to autonomous vehicles, FMS (Flash Memory Summit) 2023 conference at the Santa Clara Convention Center, August 8-10 will host several sessions will explore the growing and important challenges/opportunities facing the storage and transportation industry. Sessions will explore the capture, storage and reliable use of data captured by the 100s of data sensors in cars/trucks as well as communicated with other vehicles and the truck's/car's moving environment.

“The transportation industry, especially automotive and trucking is in the midst of major reinvention,” Tom Coughlin, FMS program chairman, noted. “Regulators want the industry to move to clean air vehicles as rapidly as possible while manufacturers are developing new technologies to enhance vehicle safety and communications.

“It all requires major advances in data capture, management, storage and continuous communications with other vehicles, roads and locations,” he added. “Which places added pressure on flash memory devices to perform accurately 100 percent of the time.”

Technology is rapidly playing an essential role in automobiles and its implementation in trucks is becoming even more important because more than 80 percent of the world's businesses and households depend on goods, services and products delivered by long-haul and local trucks.

Advanced digital architecture is becoming such an integral part of sedans, SUVs, pickups, delivery vans and big rigs that last year more than 18M vehicles were sold because of processor and storage chip shortages. At the same time device requirements per vehicle more than doubled according to transportation analysts.

Greg Basich, associate director of automotive and telematics, Technology Insights, will provide an overview of the vehicle technology trends and requirements at the opening automotive session beginning at 8:30 a.m. on August 8. He will also moderate the panel of storage and transportation executives who will explore the growing demand for high performance, high capacity storage technology including Joe O'Hare, Everspin; Roger Melen, Toyota Research; Steve Shih, Silicon Motion; and Adrian Cosoroaba, Winbond.

T. Kim Parnell, PEC (Parnell Engineering and Consulting) will moderate the second FMS transportation technology session beginning at 9:45 a.m. on the 8th. The multi-discipline technologist's panelists will include Fen Chen, Cruise/GM; Bernd Niedermeier, Tuxera; Kevin Hsu, Kioxia; and Nicolas Leng, ATP.

Session overviews, panelist information and subject details are available at <https://tinyurl.com/3c94vt3k>.

The all-inclusive international memory and storage conference (Flash Memory Summit 2023) will be held at the Santa Clara Convention Center, Santa Clara, CA.; Aug 8-10. The conference will feature senior executive keynote speakers with sessions covering everything from applications and architectures through enterprise storage, controllers, and new technologies. Conference reference and registration details are available at www.flashmemorysummit.com

Flash Memory Summit (FMS) is produced by Conference ConCepts and is a one-stop conference for the latest storage technologies and products as well as applications and trends.

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