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SSDs Enabling Mobile Computing

ABSTRACT

Solid State Drives (SSDs) are now poised to enable the next generation of mobile computing. The many advantages of SSD over HDD, such as performance, reliability and power, are frequently discussed and proven in this young industry. Now it is becoming apparent that the client computing market is taking a direction where the physical dimensions of the device are a paramount factor for device adoption. Flash has the physical size advantage over the mechanical hard disk drive that is enabling these new ultra thin computing devices. Flash memory has created new markets in the past and now is driving change in the mobile computing industry.

BIOGRAPHY

Doreet Oren (doreet.oren@sandisk.com) is Director of Product Marketing for SanDisk SSD products. Oren is in charge of Outbound Marketing and the official SSD spokesperson for SanDisk. She is responsible for developing and delivering new product announcements and communicating SanDisk vision to the media. Oren lectures and gives training to both external and internal audiences at a variety of conferences. Oren has over 20 years of industry experience, and has held management positions in R&D, product management and marketing for international high-tech companies. Oren has published articles in international journals, including Component Times, New Electronics and Embedded Computing. She has spoken at industry conferences such as Flash Memory Summit in Santa Clara, DRAMeXchange in Taiwan and Shenzhen, at the Semiconductor Memory Symposium in Japan and was a guest speaker at IDEMA, Japan. Oren received a BSc in Computer Science from George Washington University.