



Brian Harrison

Numonyx

**Feeding the World's Insatiable Appetite for Memory -
New Technologies, New Markets, New Applications**

Despite being in one of the most severe economic downturns in history, the world's consumption of memory continues unabated, despite the impact of the global slowdown. The appetite for memory in digital devices is expected to continue to fuel growth of the memory usage over the next several years. But true accelerations of growth, driven by new applications and new shifts in usage can only occur when a solution appears with new capabilities. These capabilities can help solve existing problems in a new or innovative way. Or, these new capabilities can be used to deploy new features and usages. In memory, these shifts only occur every decade or so. Numonyx is pioneering Phase Change Memory, which has the ability to enact such a shift, and enable new applications and usages.