Media Advisory
Opening Press Brief

October 27, 2011

SC11, the premier international conference on high performance computing, networking, storage and analysis, today announced plans for an opening press briefing.

What: SC11 Opening Press Briefing

Where: Washington State Convention Center, Room 305

When: **Monday, November 14, 5pm**

Details: Conference organizers will kick off the 24th annual SC conference, SC11, with an opening press briefing. As part of this briefing, two leading industry analysts will discuss the state of the HPC market and their perspectives on trends worth noting. This briefing will cover exclusive information being presented for the first time. Analysts presenting at the briefing are:

- **Addison Snell, CEO, Intersect360 Research**

  Intersect360 Research will present an overview of its recent studies on Cloud Computing in HPC and barriers to entry for small to medium size manufacturers, and will also give guidance for critical technologies in transition, including cloud, interconnects, accelerators, and file systems.

- **Earl Joseph, HPC Program Vice President, IDC**

  IDC will present a brief overview of the HPC technical computing market and recent IDC research results on the major issues and trends impacting users and vendors.

Attendance at the SC11 opening press briefing will be limited based on space. Members of the media wishing to attend this press briefing are encouraged to RSVP in advance in order to have a reserved seat at the briefing.

RSVP to Vivian Benton at: benton@psc.edu

Questions related to the SC11 opening press briefing should be directed to:

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SC11 is jointly sponsored by the Association for Computing Machinery (ACM) and IEEE Computer Society.