In conversation with...
Matthew Burns, Technical Marketing Manager, Samtec

Tell us about Samtec, and your involvement within the memory sector.

At our core, Samtec provides high-performance interconnect solutions for our customers and partners. We help electrons, photons, and RF waves travel from Point A to Point B as quickly, efficiently, and optimally as possible. Samtec's High-Speed Board-to-Board, High-Speed Cables, Mid-Board and Panel Optics, Precision RF, Flexible Stacking, and Micro/Rugged components route data from a bare die to an interface 100 meters away, and all interconnect points in between. As for the memory and storage sector, niche applications require niche interconnect solutions. That's our specialty!

How do you think this industry is developing?

Quickly! Current elevated memory inventories are not stopping innovation. Personal computing and the data center have been the killer apps for DRAM and DRAM modules. The smartphone revolution and faster wireless networks are the driving force behind NAND development. Embedded computing applications still heavily rely on NOR. However, innovation in AI/ML, HPC, IIoT, mobile and other applications provide opportunities to rethink system architectures. That's what Samtec is focused on.

Where do you see Samtec within the memory sector within the next 5 years?

I think a lot of that depends on how next-gen system architectures in AI/ML, HPC, data center, personal computing and other applications evolve. Each has their own niche design requirements. System architectures are constantly getting smaller, faster and denser. New electromechanical, optical and RF interconnect solutions are always needed. That's what we do. Our technology and product roadmap offers unique solutions for the memory and storage applications yet to be developed.

What was the main reason behind joining the Partner line-up for MemCon 2023?

We love working with Kisaco Research! I am only partially kidding, but in all seriousness, we feel there are new memory and storage system architectures that are going to evolve in the very near future. We are seeing some real innovation in top-of-rack memory and storage solutions. As CXL gets adopted, we see the need for remote memory applications outside a chassis or rack. What's that going to look like? How will data be routed? We have some ideas. We know memory and storage leaders have some ideas. We look forward to collaborating on these joint solutions. MemCon 2023 seems like a good event to explore this and related topics.

What are you most looking forward to about MemCon 2023?

Innovation. The memory and storage industry as a whole is at a crossroad, at least in my mind. Traditional memory and storage solutions – NAND, NOR, DRAM and more - will continue to evolve to meet the needs of the industry. But what's next? What's new? How will new electronic interconnects, newer fabrics, disaggregated computing, cache coherency, and related topics influence the solutions of tomorrow? I am certain we will get a glimpse of the future at MemCon 2023.

Matthew Burns
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