

# Memory Market Uncertainty: MEMPHIS Electronic Provides Strategic Guidance at FMS 2026

*MEMPHIS Electronic will share market insights and product guidance at FMS 2026, at booth #840 from August 4–6 at the Santa Clara Convention Center*

HOUSTON, TX, UNITED STATES, June 29, 2026 /EINPresswire.com/ -- At this year's Future of Memory and Storage (FMS) conference, [MEMPHIS Electronic](#) will share market insights and product guidance at booth #840 from August 4–6 at the Santa Clara Convention Center in Silicon Valley, California.



2026 marks the 35th anniversary of MEMPHIS Electronic, a milestone that highlights the company's consistent specialization in memory technologies. MEMPHIS will use FMS 2026 to provide practical value to customers, supporting them in making informed decisions about long-term availability and structured technology migration, centered on its insights into roadmaps from over 18 different memory manufacturers.

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*Nick Urbano, Vice President of Sales in the Americas at MEMPHIS Electronic*

As the memory market continues to evolve amid rapid technology shifts, supply volatility, and changing lifecycle requirements, the need for reliable guidance has never been greater. At FMS, MEMPHIS' experts will be available to discuss how companies can balance continuity with innovation, ensure supply stability for established DRAM generations, and navigate transitions to newer technologies to support long-term competitiveness.

Collaboration with Intelligent Memory for strong lifecycle support

A key highlight at FMS 2026 is MEMPHIS Electronics' collaboration with Intelligent Memory, underlining a shared commitment to supporting both new and legacy memory solutions over extended product lifecycles. Together, the companies are working in close partnership to address one of the industry's most pressing challenges: sustaining the availability of memory components for as long as customer demand persists. By aligning their capabilities, they support a wide range of applications where demand often extends well beyond the standard lifecycle timelines of major manufacturers.

This collaboration reflects a broader industry truth: lifecycle challenges demand end-to-end ecosystem collaboration, from manufacturers to distribution, and ultimately through to application support.

"By combining MEMPHIS' market intelligence and sourcing expertise with Intelligent Memory's product strategy and long-term manufacturing focus, customers gain access to a broader and more resilient supply framework," said Nick Urbano, Vice President of Sales in the Americas at MEMPHIS Electronic. "At FMS, we want to show that we know memory, but more importantly, that we understand our customers' needs, and how to help them make purchasing decisions that balance supportability, risk, and innovation."

Meet MEMPHIS at FMS 2026

Visitors to booth #840 will have the opportunity to engage directly with memory specialists, discuss their specific applications, and explore strategies for managing both current and future memory challenges.

With its combination of deep market insight, strong manufacturer relationships, and an exclusive



Nick Urbano, Vice President of Sales in the Americas at MEMPHIS Electronic



MEMPHIS Electronic celebrates 35 years in the industry

focus on memory, MEMPHIS Electronic continues to provide guidance that helps customers navigate uncertainty with confidence.

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