Address vs Data

- Typically, information abt program currently running will be in volatile memory (RAM, etc)

- To get any data, computer needs to find it, what addresses are for

- Memory address is location of something in memory

- In 32-bit x86 arch, 32-bit long value

- Usually a big hex value like 0x00FC567B

```asm
;variable name is actually a label, name for addy where data is
mov eax, someString

; To actually get data:
mov ebx, [someString]
```