



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Conrad Maxwell, Sr. Product Line Manager, Silicon Image Inc.

Title

Solving eSATA Cascading and Premium Content Storage

Abstract

When your TiVo™ runs out of storage what do you do? The expansion ports that are starting to appear on the newer DVR's are just a stopgap. Once the family gets used to time shifted media, and the ability to watch shows when they want, there's no going back! What happens when that additional drive is filled? You have gotten addicted to time shifting your media but now you're competing with your family for storage space. Whose show gets deleted to make room for the next recording? It would be nice to be able to expand your TiVo's storage without being forced to delete old shows allowing you to build a massive media library. It would also be nice to add personal photos and music to this storage library for playback on your CE equipment. Can you trust this storage medium to protect your files? Finally, is it possible to safely store premium Hollywood content in an external drive box without fear of getting sued by MPAA or RIAA?

There is a solution that can protect your personal photos, music and videos. It can keep your premium content safe from theft or media loss. It can solve your need to seamlessly expand your storage capacity.

Silicon Image Incorporated will expand these topics to show how a Silicon Image SteelVine™ Storage Processor can solve the consumers need for simple, expandable storage

Biography

Talk to be given at the Storage Visions™ 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007



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Conrad started his career in Silicon Valley in the early 80's at Dysan Corp. He worked as an R&D Manager at Dysan and was over new product design and development of hard drive and floppy media alignment machines. Then he went into Product Management over Retail and O.E.M. products lines for GTL Ltd. / ComputerLand, Samsung and Everex . From retail/O.E.M. Product Management he went on to semiconductors, he was at VLSI Technology in Strategic Marketing and managed their investment into new technologies. From there he went to Conexant Systems Inc. (formerly Rockwell), and was the Director of Technology Planning. Then for a few years, he ran Maxwell Consulting Associates, a firm that helps companies with their Technology Planning, Business Planning and Business Development, IP Licensing, Management and Technical Marketing. Currently he is the Senior Product Line Manager for the SteelVine™ Storage Products of Silicon Image, Inc.

He has an Electrical Engineering Degree, a B. S. from CSU, East Bay, and an MBA from ASU. He has been published in a technology textbook, magazines, technical journals, conferences, helped write multiple industry standards and has patents and patents pending. He was the Chairman of the Interactive Audio SIG -Three Dimensional Working Group, Member of the Board of Directors for the HomePNA and ACR SIG, and a voting member of the Bluetooth PAN working group, WECA/WiFi WG, 802.11 WGs, 802.11WGs, DVD Forum, USB WG, PCIe, T13 and VESA WGs. He currently participates in SATA IO Mktg WG.

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