



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Maureen Weber, General Manager, HP Personal Storage Business

Title

Building the Home Network Storage Category

Abstract

The growth of networked, multi-PC households, proliferation of digital media (photos, music and video) and emergence of high definition video are all contributing to the need for network storage in the home. Yet the home network storage category is experiencing all the challenges of a product category in its infancy - low consumer awareness, lackluster retail presence and a value proposition that appeals to the bleeding edge tech enthusiast. This presentation will explore how to address these barriers to growth through a combination of market and retailer education and emphasis on appeal to the non-techie in the household. Examples from a myriad of HP-sponsored research studies will be used to illustrate consumer mindset today and how to motivate consumers to invest in a product that will help them protect, simplify and share their digital lives. We would also like to submit this topic for a whitepaper consideration.

Biography

Maureen Weber is the General Manager for the Personal Storage Business, which is part of HP's Consumer PC Division. Her organization is responsible for delivering aftermarket optical disc drives and media to the market, developing and driving HP's optical disc standards for personal systems, and charting HP's direction in consumer personal storage for the home and for home-based businesses.

Under Maureen's direction, the PSB team joined forces with HP's Imaging & Printing Group to deliver the LightScribe technology to the market. Prior to joining PSB, Maureen was the R&D Manager for Consumer Entertainment Solutions and also worked in the OpenView Business Unit. She has been with HP for nine years.

Prior to joining HP, she served in a variety of leadership roles including Director of Technology for New Business Creation with US WEST.

Maureen holds a Master's of Science degree from New Mexico State and the University of Denver and she has certificate in Program Management from the University of Denver. She received a Bachelor's of Science degree in Nutrition with a minor in Chemistry from Colorado State University.

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