



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



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Title

Semiconductor Trends in Mobile/ Portable Hard Disc Drives

Abstract

The never-ending thirst and desire to have our stuff nearby and accessible at a moments notice means more of us are carrying our critical business and personal information, our electronic distractions, and for some, our very identities with us at all times. Carrying this data around more often means losing it becomes easier and more likely. Identify theft has skyrocketed and created some big news headlines. In addition, portability has implications on longer battery life and lower power dissipation.

These changes in the fundamental behaviors of the Hard Disc Drive (HDD) consumer are forcing rapid evolution of the technologies required to support HDD manufacturers. As the growth in the mobile and portable shipments for HDDs continues to accelerate, silicon vendors are having to move faster, be more creative, and must now take risks ahead of established standards in order to meet the needs of our Customers. Adding features in the face of falling ASPs and lower power requirements is a challenge and a balancing act that reaches beyond the boundaries of a single piece of silicon.

STMicroelectronics will present our view of two key and enabling technologies for the future of mobile and portable applications: security/encryption and hybrid drive support. What level of security is sufficient and how should it be partitioned? Is a software or hardware centric implementation more cost effective. What is the real cost of supporting a hybrid drive and who is paying? What transitional options exist for the HDD manufacturers to hedge their bets while Microsoft Vista ramps?

Biography

Mike has over 19 years of experience in the design, applications, marketing, and business development of both commodity and application specific semiconductors. Mike currently serves as the Director of the SOC Business Unit at STMicroelectronics, based in Longmont, Colorado. He is tasked with leading the customer, product and strategic marketing activities as well as all technical support for the product line, and has built a world-class team of engineers and business leaders that demonstrates ST's commitment to this market. Prior to joining STM, Mike served in a variety of business development and customer management roles at Agere Systems, both in North American and in Asia. The earlier years of Mike's career were with Motorola Semiconductor in Austin, Texas, Phoenix, Arizona and more recently in Japan (1997-2001) where he was the Director of Sales and Marketing for the Distribution and Components businesses. While in Japan Mike led the spinoff of ON Semiconductor from Motorola as their Country Manager before joining Lucent to help with the spin-off Agere Systems. Mike holds a BS in Engineering from Trinity University and an MBA from The University of Texas at Austin.

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