



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Ross Rubin, Director, Industry Analysis, The NPD Group

Title

CE Storage

Abstract

The CE Challenge: Delivering quality and flexibility Overview of storage across categories Devices using storage Changes in flash capacity Changes in HD capacity Growth in NAS Rising capacities in select categories Camcorders: a category in transition

Biography

Director of Industry Analysis The NPD Group

Ross Rubin is a director of industry analysis for The NPD Group. With over fifteen years analyzing and writing about the technology industry, Ross leads The NPD Group's coverage of consumer electronics with an emphasis on connected intelligent devices, software, and services.

He is available to offer expert insight and commentary on these and many other industry- related topics: •

The battle for the digital living room •

Home networking between PCs and consumer electronics devices •

Digital media players such as Apple's iPod and Microsoft's Portable Media Center •

Digital television and home theater adoption •

In-vehicle entertainment

Prior to NPD, Ross was a vice president and chief research fellow at Jupiter Media Metrix, where he founded and managed research services focusing on PCs and peripherals, smart devices, wireless, broadband, and video games. Previously, he was an IT analyst in the advanced technologies group at

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



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Salomon Brothers, where he led a team developing the company's first extranet application, and at McKinsey & Company, where he devised strategies for improving electronic communications and workflow. Ross has been a featured speaker at many conferences, including CES (for which he serves on the advisory board), Comdex, and E3, and has been quoted in dozens of media outlets, including ABC News, CNN, The Wall Street Journal, Time, Forbes and Business Week. Ross has written or contributed to 11 books and more than 100 magazine articles for publications such as Internet World, PC/Computing, Information Week, and MacWEEK. In 2003, he served as founding editor of Ziff Davis's Wireless Supersite, now part of eWEEK, where he wrote a twice-weekly column.

Ross has a B.S. in Industrial and Labor Relations from Cornell University.

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