



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Scott Wright, Manager Hard Disk Drives, Toshiba Storage Device Division

Title

Extending the Digital Lifestyle: Integrating HDDs Into the Car

Abstract

Digital content has become a staple in every-day life. Consumers increasingly desire that their digital libraries – whether that be movies, music, maps and more – be available anytime, anywhere. In addition, the next generation of wireless communications will allow unprecedented access to digital content anywhere, anytime. As a result, the automobile has become the next logical extension for digital entertainment and information services. To transform the current modular automobile entertainment and information offerings into a single media system capable of serving and storing content, the industry needs robust storage available from the high-capacity, cost-effective hard disk drive (HDD).

Toshiba Storage Device Division (SDD) has worked in the automobile industry for the past 10 years to design high-capacity storage-based systems that extend the digital experience to the road. Scott Wright, manager hard disk drives at Toshiba SDD, will discuss the types of applications that are making high-capacity, HDDs invaluable components in the automobile. Wright will also address the stringent requirements for designing HDDs into the automobile environment. Specifically, he will touch on:

- Applications driving the market opportunity for automotive HDDs and examples of current in-car content delivery
- Requirements for automotive-grade HDDs
- Lessons learned for integrating HDDs into the car, given the stringent requirements of automobile manufacturers

With 85 percent market share in automotive HDDs (TSR) and a fifth-generation automotive-class HDD currently available to OEMs, Toshiba has successfully passed the demanding integration tests required by the automobile marketplace. Wright will share Toshiba's history of success and speak to the future of high-capacity storage opportunities for digital automotive storage applications.

Biography

Scott Wright, manager hard disk drives at Toshiba Storage Device Division, has more than 15 years of experience in the data storage industry. He directs hard disk drive product life cycles for the automotive, consumer electronics and notebook PC markets. Wright works closely with sales and product planning teams in the United States and Japan to ensure Toshiba SDD meets customer needs and responds to market opportunities. Scott also represents Toshiba interests on various storage industry committees and initiatives.

Wright joined Toshiba in 2005 from Quantum Corporation, a manufacturer of data storage backup, recovery and archive solutions. While at Quantum, he held the positions of product manager for library storage systems and program manager for OEM products. Prior to Quantum, Wright held sales and program management positions at Seagate, Conner Peripherals and Archive Corporation.

Wright earned a bachelor of arts from the school of social sciences at the University of California, Irvine.

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