



STORAGE VISIONS[®] 2007 CONFERENCE

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Stephen DiFranco, Corporate Vice President of Consumer Sales and Marketing, Advanced Micro Devices

Title

The PC as the Processor Powerhouse of Today's Digital Home

Abstract

As consumers collect more and more digital media, there is an increased need for media file storage. The media center PC, with its substantial processing power and support for a variety of digital media formats, is ideally suited to serve as the engine behind all digital devices in the home, streaming files to and from digital media adaptors, handhelds, notebooks, TVs, set-top boxes, and other devices.

In this presentation, AMD Corporate Vice President Stephen DiFranco will discuss the role of processors in accelerating our digital lifestyle and how faster processing speeds, more advanced graphics and new processor architectures will drive the consumer need to store, catalog and access even more digital media.

Biography

Stephen DiFranco is Corporate Vice President of Sales and Marketing at AMD. He is responsible for the design, development and deployment of AMD's worldwide demand-generation marketing programs. DiFranco manages AMD's go-to-market teams that implement program planning, regional deployment and metric management for Commercial, Consumer and Channel marketing.

DiFranco has spent more than 20 years selling, managing and marketing consumer and professional electronics. He has published numerous white papers and articles on how to implement and measure

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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marketing campaigns, establish and manage sales channels, and how the industry faces some of its more difficult challenges.

Prior to joining AMD, DiFranco served as Vice President, Corporate Marketing for Maxtor Corporation where he was responsible launching OnTouch™ external storage, QuickView and MaXLine brands. He also ran channel and corporate marketing communications. Prior to joining Maxtor, he served as the Executive Vice President of Marketing for WebGain, Inc., a software provider for enterprise companies. DiFranco also has held various senior positions with Iomega Corporation and Sony Electronics, Inc. During his decade with Sony, he served as Sony's spokesperson on the economic impact and professional application for DTV, and served as liaison to network TV executives on issues relating to implementing DTV for sports production. DiFranco holds a bachelor's degree from Montclair State College in New Jersey.

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