



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



## **Wolfgang Schlichting, Research Director, IDC**

### **Title**

### **Abstract**

Sharing some of IDC's research findings and analysis in the optical storage market. In particular around Blu-ray&HD DVD and holographic storage. I could see myself participating on a panel or give a short slide presentation. Whatever fits best in the overall agenda of the conference.

### **Biography**

Wolfgang Schlichting is a research director in IDC's Storage and Enabling Technology programs. As IDC's authority on optical storage, he sizes and forecasts the optical and removable storage markets. Mr. Schlichting covers a wide range of technologies, including CD-ROM, DVD-ROM, CD and DVD burners, 3.5 magneto optical (MO), 5.25 optical, WORM, Zip, UDO, PDD, HD-DVD, Blu-Ray Disc (BD), holographic storage and other new optical storage technologies. His research spans mechanisms (drives), automation products and, on a qualitative level, CD/DVD software. In addition, he researches the impact of nanotechnology on the IT market.

Mr. Schlichting is a regular speaker at a number of conferences including IDC's Storage briefings at CES and CeBIT. He was also invited to lead the applications group at INISC's Optical Storage Roadmap Workshop in 2003, and spoke at several other symposia and Conferences. Additionally, Mr. Schlichting is often quoted in the New York Times, BusinessWeek, Investor's Business Daily, Washington Post, Handelsblatt and other major Newspapers, and is a frequent contributor to a variety of trade publications.

Before joining IDC in 1996, Mr. Schlichting worked at Reveo, Inc. in Hawthorn, New York. As Manager, Optical Mass Storage Systems, he led the R&D effort on liquid crystals based multilayer optical disk technology. Prior to his work at Reveo, Mr. Schlichting was involved in research and development at the Optical Data Storage Center (ODSC) in Tucson, Arizona studying magneto-optical head designs. Mr. Schlichting published five scientific papers and presented his work at several international conferences during his tenure at the ODSC.

Mr. Schlichting studied physics at the Eberhard-Karls Universität Tübingen and received a Master of Science degree in optical sciences from the University of Arizona.

*Talk to be given at the Storage Visions<sup>TM</sup> 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6<sup>th</sup> and 7<sup>th</sup> 2007*