



STORAGE VISIONS[®] 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Adam Powers, Director of Standards and Emerging Technology, Rovi Corp.

TITLE: The Digital Home Entertainment Transformation: How Consumer Demand is Shaping the Content Delivery and Digital Storage Landscape

ABSTRACT

Today's consumer wants access to digital content of all types—broadcast, premium, Internet and personal content—and the opportunity to acquire, share and playback TV shows, movies, videos, photos, and music, at any time, regardless of the source or location.

This session will take a look at the trends and requirements that consumers are driving that are changing the content delivery and digital storage landscape including:

- The need for storage devices and remote storage sites to present a seamless and intuitive home entertainment experience
- The role of the user interface in bringing multiple types of content into the home
- The emerging interoperability standards for secure content-sharing, and next-generation technologies that are driving more revenue for storage device manufacturers in the ecosystem
- The role of over-the-top content for consumers and its impact on the digital storage landscape

BIOGRAPHY

Adam Powers is director of standards and emerging technology at Rovi Corporation, formerly Macrovision Solutions Corporation, where he is responsible for standards and technology initiatives across Rovi's product lines, including on-screen guides, metadata, Internet content and content sharing. Adam joined the company in January 2007 after Macrovision acquired Mediabolic, where he had served as principal engineer and architect for the Connected Platform. Prior to this, Adam was co-founder and CTO of the IPTV home networking company, Coaxsys. Adam also serves as Chair of the Ecosystem Committee of the DLNA, where he leads the efforts of the members of the digital living ecosystem in support of the DLNA's charter of enabling content sharing between any variety of consumer devices and customer premises equipment. He is also a member of the Society of Cable Telecommunications Engineers, and participates in standards activities at CableLabs and the Consumer Electronics Association (CEA). Adam attended California Polytechnic University, San Luis Obispo for Computer Engineering.