

For Immediate Release

CONTACT: Tom Coughlin
Coughlin Associates
(408) 202-5098
tom@tomcoughlin.com

CONTACT Judy Smith
AGENCY: JPR Communications
(818) 386-0403
judys@jprcom.com

2006 Storage Visions™ Conference Features Keynote Speaker from Maxtor

San Jose, CA – November 29, 2005 – The Storage Visions Conference, the only conference focusing on digital storage and entertainment content, will feature a thought-leadership keynote address by Mike Alexenko, executive director of technology and product strategy for Maxtor's Branded Products Group. This luncheon keynote will be held on January 7, 2006 at 12:15 pm at the Las Vegas Convention Center. It will focus on the digital home and address the industry's challenges and opportunities for achieving mainstream adoption.

Despite today's technological advancements, there is still a delta between current solutions and the industry's vision of the future. In order for consumers to achieve that ultimate experience the right technology is needed to easily download, store, share, protect and stream content to multiple devices in the home. In addition to the keynote, Maxtor will have a panel of experts on hand that will discuss what is needed to achieve these goals.

“Over the last several years, the benefits of the digital home have been well-documented and solutions have hit the market, but content management, standards and interoperability continue to be industry challenges to mass consumer adoption,” said Alexenko. “Maxtor is an industry leader in providing simple storage solutions for the home and small office, and we're pleased to be a platinum sponsor of Storage Visions and deliver the luncheon keynote on the digital home. This will be a great opportunity to challenge the industry

and address the synergies that exist to bring home networking into the mainstream market.”

Separately, Eric Herzog, vice president of marketing at Maxtor, will be participating on a panel the morning of January 7, focusing on the “Integration of Storage in Consumer Electronic Devices.”

Storage Visions Corporate Sponsors are Maxtor and Seagate (**Platinum**); Denali Software, Marvell, M-Systems, Samsung (**Gold**); Agere Systems, Atmel, GS Magic, Netcell, STMicroelectronics and Toshiba (**Silver**); as well as Hitachi Global Storage Technologies, InPhase Technologies, Neopath Networks, SanDisk and Silicon Image (**Bronze**). Imation is the Storage Visions conference bag sponsor. Fujitsu is exhibiting at the 2006 Storage Visions Conference. Media and organization sponsors include Blu-ray Disc Association; The Santa Clara Valley IEEE Consumer Electronics Society; The Diffusion Group; *InfoStor*; Parks Associates, Westworld Publishing, publisher of *Computer Technology Review*; Reverse Logistics Trade Shows; StorageNetworking.org; *Mass Storage News*; Jobstor; SCSI Trade Association; *Storage Week*; Fibre Channel Industry Association; STORAGEsearch.com; and the Interactive Television Alliance.

People wishing to receive information on the 2006 conference, companies wanting to sponsor or exhibitor at the 2006 conference or companies that want to nominate a product for the various prize categories, should fill out the appropriate forms available on the conference web site: www.storagevisions.com. Interested parties can also call Storage Visions at 408-871-8808.

###