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## **For Immediate Release**

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### ***2008 Storage Visions™ Conference Announces Conference Agenda and Call for Speakers***

***-- Conference Registration is Now Open--***

**San Jose, CA** – July 16, 2007 – The Storage Visions conference, the premier conference focusing on digital storage and the entertainment content value chain, announces the preliminary agenda for the 2008 Storage Visions Conference. Storage Visions 2008 will be held January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, just before the 2008 CES. The Storage Visions Conference is put on by the Entertainment Storage Alliance ([www.entertainmentstorage.org](http://www.entertainmentstorage.org)). More activities on the Entertainment Storage Alliance site are planned before the 2008 Storage Visions Conference.

Following is the preliminary agenda for the 2008 Storage Visions Conference. Highlights of the agenda include a session featuring a panel discussion with representatives of the next generation of consumer electronics users. The role of digital storage in making products that appeal to next generation users will be a key discussion topic.

With the growth of social networking and content sharing there will be a session dedicated to this ginormous trend and its impact on digital storage. This session will

discuss the trends and projections of new sharing and distribution technologies, new business opportunities and requirements for capacity and performance of digital storage.

**Day 1 (Saturday January 5, 2008):**

**7:30 AM Continental Breakfast**

**8:00 AM Session A1: Content Creation, Storage and Distribution**

**9:30 AM Session B1: Content Lifecycle, Value Chain Analysts**

**10:30 AM Morning Break**

**11:00 AM C1: Storage Intelligence and Content Protection**

**12:30 PM Lunch and Exhibits**

**1:30 PM Keynote Speaker 1**

**2:15 PM Session D1: Financial Analyst and Venture Capitalist Perspectives on Entertainment and Consumer Storage**

**3:15 PM Afternoon Break and Technology Demonstrations**

**4:15 PM Session E1: Optical Storage: New Light on Content Distribution?**

**5:45 PM Reception**

**8:00 PM Conference Ends for Day**

**Day 2 (Sunday January 6, 2008):**

**7:30 AM Continental Breakfast**

**8:00 AM Session A2: Storing Stuff in CE Devices**

**9:30 AM Keynote Speaker 2**

**10:15 AM Morning Break**

**10:30 AM Session C2: Your Content, Your Way, Anywhere**

**11:45 AM D2: Next Generation Users: How Will We Store, Use Our Stuff?**

**12:30 PM Lunch and Exhibits**

**1:30 PM Keynote Speaker 3**

**2:15 PM Session E2: Social Networking—Where's the Content Residing?**

**3:30 PM Afternoon Break**

**3:45 PM Session F2: Saving, Sharing Family Content**

**5:15 PM Conference Ends**

Corporate sponsors for the 2008 Storage Visions are Platinum Sponsor Hewlett Packard; Silver Sponsors STMicroelectronics and Toshiba America Information Systems (Toshiba is also the lanyard sponsor) and Bronze Sponsors Omneon and Silicon Image. Organization and media sponsors include InfoStor, Compact Flash Association, MediaTech Association, The Entertainment Storage Alliance, StorageNetworking.org, SCSI Trade Association, Fibre Channel Industry Association, Trusted Computing Group, Hybrid HDD Alliance, IDEMA, iVDR and the Flash Memory Summit.

Conference advisors include Nilly Assia, Sandisk; Brian A. Berg, Berg Software Design; Marciak Brzeski, Toshiba; Joni Clark, Seagate Technology; Ron Dennison, Research Development Consultants; Richard Gadomski, Fujifilm; Seth Greenberg, SanDisk; Jim Handy, Objective Analysis; Tom Inglefield, Sun; Noam Kedem, SanDisk; Lance Leventhal, Conference Concepts; Andy Marken, Marken Communications; Conrad Maxwell, Silicon Image; Ken Morse, Scientific Atlanta; Josh Peterson, HP; Jim Porter, Disk Trend; Gianfranco Scherini, STMicroelectronics; Clyde Smith, Turner Broadcasting Systems; Geoff Stedman, Omneon; David Takata, Engage Capital; Robert Thibadeau, Seagate Technology; Dennis Waid, Peripheral Research Corporation and Maureen Weber, HP.

Paper submissions for the 2008 Storage Visions can now be made on the conference web site, [www.storagevisions.com](http://www.storagevisions.com). The speaker submission deadline is September 15, 2007.

Storage Visions Conference registration is now open. To register for SV08 go to <http://www.storagevisions.com/2008Register.htm>. Any conference attendee staying at the hotel will get a \$50 rebate on the conference registration after the conference. The Flamingo has a very competitive rate for SV08 as well as the CES and will now take

bookings. To get the conference hotel rate call the Flamingo Hotel at 800-732-2111 and mention that you are reserving a room for the 2008 Storage Visions Conference, use code **SFSVC8**.

People wishing to receive information on the 2008 conference or companies wishing to participate as sponsors and exhibitors at the 2008 conference should fill out the appropriate forms available on the conference web site: [www.storagevisions.com](http://www.storagevisions.com). Interested parties can also call Storage Visions at 408-871-8808 or email us at [info@storagevisions.com](mailto:info@storagevisions.com).

About the Entertainment Storage Alliance: The Entertainment Storage Alliance was formed to promote interaction between the digital storage community and people that use digital storage for the creation and distribution of entertainment or personal content as well as consumer products. The Entertainment Storage Alliance puts on the Storage Visions Conference as well as maintains an active web site with news, articles and other activities related to the content value chain at [www.entertainmentstorage.org](http://www.entertainmentstorage.org).

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