

For Immediate Release

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Storage Visions™ 2008 Conference Announces First Day Program

--Keynote Speakers Chosen and TV Worldwide to Provide Conference Webcast --

San Jose, CA – November 6, 2007 – The Storage Visions conference is the premier conference focusing on digital storage and the entertainment content value chain. Storage Visions 2008 will be held January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, just before the 2008 CES. Over 500 people are expected at SV08 with press and analysts making up 15-20% of this number.

Clyde Smith, Senior Vice President of **Turner Broadcast** will give a keynote on *The Business Cases and Storage Implications of the Material Exchange Format* on January 5. This presentation showcases the business applications driving rapid deployment of MXF for the efficient management of media content during digital production and addresses the implications for storage systems and components. The second day features keynote talks by **Samsung Semiconductor** and **Hewlett-Packard**.

Some other conference highlights on the first day of the conference:

- **Storage and Content Creation, Editing and Distribution:** Find out about the enormous digital storage capacity and awesome technologies needed to capture and edit and distribute new content as well as preserve historical content.
- **What's next in Storage and Who is Buying it:** Noted analysts, CE retailers, entertainment creation and distribution experts and storage analysts demonstrate how

content creators and distributors as well as consumer device manufacturers embrace new technologies.

- **Storage Intelligence and Content Protection:** Intelligent storage devices will be a major driver of the entertainment and consumer electronics industry. This session explores emerging business opportunities and examines the role digital storage will play in digital content and privacy protection.
- **What sells in Entertainment and Consumer Storage:** What's the financial outlook for storage companies working on entertainment and personal storage? Learn what VCs are investing in now.
- **I'm Your Future, Hear me Roar:** What does the next generation want in digital storage and consumer electronics? Consumers in their late teens and early 20s discuss how they use devices and what role digital storage will play in the products that appeal to them.
- Special Session on **Sales Trends in Consumer Storage Markets**

Corporate sponsors for the 2008 Storage Visions include Platinum Sponsors Hewlett Packard and Samsung; Gold Sponsor Intel; Silver Sponsors STMicroelectronics, Mempile and Toshiba America Information Systems (Toshiba is also the lanyard sponsor); and Bronze Sponsors Omneon, Trusted Computing Group and Silicon Image. Exhibitors include Fujitsu; Plasmon and StoreVault, A NetApp Division.

Presenters, Moderators and Panelist companies include Cisco/Scientific Atlanta, EMC, Hewlett Packard, Imation, IDC, InPhase, Intel, Lehman Brothers, LSI Corporation, Macrovision, Marvell, Mempile, NPD Group, Omneon, Pioneer, Samsung, Sandisk, Seagate Technology, Silicon Image, STMicroelectronics, Toshiba, and Turner Broadcast.

The 2008 Storage Visions Conference will be web cast for the second year by **TVWorldwide**. The production and distribution studio for the web casts will be on the SV08 exhibit floor in a Digital Storage and Content Creation and Distribution area. The web casts are open to sponsorships, providing extra exposure to a company with special

web cast interviews. Please call the Alan Land to reserve your sponsorship (760-212-5718).

Storage Visions Conference registration is open. To register for SV08 go to <http://www.storagevisions.com/2008Register.htm>. The Flamingo Hotel has a very competitive rate for SV08 as well as the CES and will now take bookings. Call the Flamingo Hotel at 800-835-5686 and mention that you are reserving a room for the 2008 Storage Visions Conference, use code **SFSVC8**.

For information on product and company awards (entries must be submitted by November 15, 2007), sponsorship and exhibit opportunities at the 2008 conference 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 or email us at info@storagevisions.com.

TVWorldwide (<http://www.tvworldwide.com/>) operates the Internet's first TV Network of community-based Internet TV channels. CEO Dave Gardy currently serves as the President of the International Webcasting Association (IWA) (www.webcasters.org)

The Storage Visions Conference is put on by the **Entertainment Storage Alliance** (www.entertainmentstorage.org) and is a partner event to the International CES.

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