

For Immediate Release

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Storage Visions™ 2008 Conference Announces Second Day Program

San Jose, CA – December 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 Consumer Electronics Show. More than 500 attendees are expected at SV08, including over 100 press and analysts.

Jim Elliot, Director of Flash Marketing at Samsung Semiconductor will deliver the keynote: “NAND Flash: Disruptive Technology Enabling New Markets” **Dominic McCarthy**, CTO of Managed Home Business for Hewlett Packard will give a keynote on “Smart Storage for the Home's Growing Media Dilemma”. The first day features a keynote talk by **Clyde Smith** from Turner Broadcast.

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

- **Storing Stuff in CE Devices:** Digital storage is crucial to product design. Hear how leading designers of consumer products and storage developers are working together to meet this critical need in the future. Find out what's next—PAN storage, greater application integration, life logs? What are options to protect and recover your content?
- **Your Content, Your Way, Anywhere (Sponsored by Samsung):** Where are flash and hard disk drives used in consumer electronics? What is the future of flash

memory and HDDs? Are there competing technologies that could displace the major contenders? How do these technologies depend upon each other?

- **Personal Home Storage: Saving and Sharing Family Content (Sponsored by HP):** As home storage requirements increase we need new ways to organize, backup and manage our personal and commercial content. Will digital storage be directly attached or networked? What will drive the use of network storage in the home?
- **Social Networking and Remote Storage:** Sharing content among users is big; very big. This session will discuss the trends for sharing requirements for digital storage capacity and performance. It also looks at the growing remote storage business.
- **Optical Storage: New Light on Content Distribution:** Find out about some major wins for blue laser technology, and hear about several new technologies that promise to extend existing optical storage capacities enormously. Can optical content distribution compete against or live with content downloading and new distribution technologies?

Corporate sponsors for the 2008 Storage Visions include Platinum Sponsors: Hewlett Packard and Samsung Semiconductor; Gold Sponsors: Intel and the Hybrid Storage Alliance; Silver Sponsors: STMicroelectronics, Mempile and Toshiba America Information Systems (Toshiba is also the lanyard sponsor); and Bronze Sponsors: Omneon, Trusted Computing Group, SanDisk, Denali Software and Silicon Image. Exhibitors include Fujitsu; Plasmon, Rebit, Tilana Reserve, Gaviri Technologies 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 Semiconductor, Sandisk, Seagate Technology, Silicon Image, STMicroelectronics, Toshiba, Turner Broadcast and Yankee Group.

Storage Visions 2008 Conference registration is open. To register for SV08 go to <http://www.storagevisions.com/2008Register.htm>. The Flamingo Hotel has competitive rates for SV08, as well as the CES, with room reservations still available. Call the Flamingo Hotel at 800-835-5686 and mention the 2008 Storage Visions Conference, use code **SFSVC8** when reserving.

For information on sponsorship and exhibit opportunities at Storage Visions 2008, fill out the appropriate forms 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.

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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