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### **Beyond the bulge in the cable**

Until the advent of SATA, external disk access has been limited by the speed of the external interconnect. SATA is the first multi-gigabit peripheral interconnect standard that is designed for both internal and external use. It's wide spread adoption by HDD, motherboard and chip manufacturers has spawned a whole new category of external storage systems that perform their magic by virtualizing a set of external drives and presenting what looks like a single SATA drive to the host computer. These "bulge in the SATA cable" solutions allow a complex storage system to be connected to a host as simply as one would connect a single drive - no special drivers or RAID software required.

Such external SATA solutions are a tremendous leap forward, and allow set top box and digital video recorder manufacturers to build base systems with just an eSATA connector instead of burdening each system with the cost of a hard disk drive. The end user is then free to choose his required feature set and capacity.

Alex Chervet, a senior marketing manager for Silicon Images' Systems Storage products, will provide a preview of the future by sharing some thoughts on how these new architectures might manifest and what products might come out in the next wave of new storage technologies.

Mr. Chervet is the Senior Marketing Manager for Silicon Image's Storage Systems division. His group works closely with Silicon Image's largest customers to meet their specific and often special needs, as well as the office of the CTO to define next generation storage architectures. Mr. Chervet has an extensive technical background and has been published in several industry periodicals and books, participated in multiple standards efforts including IEEE 1473L, sits on several industry advisory boards, and has been awarded multiple patents. Prior to joining Silicon Image, Mr. Chervet held various management and development positions at Echelon Corp., BASF and Schindler Elevator Corp. Mr. Chervet earned his B.S in Computer Science from the California State University.