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Storage in mobile CE

"The growing popularity of portable consumer electronics (CE) products that use high-capacity storage – from mobile phones to audio/video players and gaming devices – is challenging the disk drive industry to develop unique solutions that meet the diverse demands of these applications. Lower cost, increased capacities, battery savings and ruggedness are just some of the features drive designers must cram inside one-inch and smaller form factors. Understanding the differences in architectures and applications across the different consumer device product types will be critical in developing efficient, cost-effective disk drive solutions.

The presentation will focus on:

- How supply chain dynamics will change over time to allow disk drive manufacturers to participate more profitably in the portable CE market
- Interface and software integration requirements for mobile phone operating systems
- The evolution of different read modes based on usage models
- The opportunities for flash and disk drives to coexist in this market and even within the same device
- Repartitioning options between host and disk drives
- How to effectively address testing and reliability requirements
- How silicon suppliers are developing solutions targeting the portable CE market

Fadi Afa Al-Refaee is senior manager, strategic marketing and business development for Agere Systems' Storage division. Agere is a global leader in semiconductors for storage, wireless data, and public and enterprise networks. In this capacity, Fadi supports the strategic marketing initiatives in the storage space and has market and business development responsibilities within the consumer electronics space for the \$1.7 billion company. For Agere, Fadi supports a variety of projects covering all aspects of the business chain including manufacturing, semiconductor packaging, sales, marketing and operations. In addition, he has provided considerable expertise in new business development, working with the emerging technology segments.

Most recently, Fadi's efforts are focused on growing the role of HDDs in consumer electronics, namely mobile phones, by bridging gaps in technical collaboration between various mobile phone makers and HDD vendors. His contributions also include identifying new architectures that better optimize hard drives for battery-life sensitive application. Over the years, Fadi has worked in various industries such as aerospace, telecom and semiconductors. His previous experience included hands-on development for the Canadian Space Agency, where he worked on speech recognition, as well as with Regional Bell Operating Companies and their system providers, Nortel Networks, Pacific Bell and SBC. He also worked with consulting company CGI, where he helped develop Software IT solutions to manage live telecom infrastructure. Fadi holds Bachelor's and Master's degrees in Electrical Engineering from McGill University in Canada, and is currently completing his Executive MBA at the Ivey School of Business in the University of Western Ontario.