



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**Allen Buckner, Marketing Promotions Manager, Hewlett-Packard Company**

## **Title**

Enabling Multi-Room Media Sharing

## **Abstract**

Multi-PC, home networked households are increasingly moving towards centralization of photos, music, video and other files on the home network storage devices. While these devices solve one consumer pain point of data backup and archival, they also hold the promise to help consumers solve another major problem - how to easily enjoy their content on various viewing devices (TVs, PCs, etc...) throughout their homes. This topic will discuss how network storage devices are creating bridges between the computing and entertainment infrastructures in homes today, thus enabling consumers to more easily enjoy their personal and purchased media content. Discussion of how media streaming, download-to-own movies and network-enabled CE devices for consumers to create these bridges will be highlighted.

## **Biography**

Allen has over 15 years of marketing experience with companies including HP, Spectra Logic, CareerTrack and Sun Microsystems. Allen's first five years at HP were spent in a variety of marketing and strategic planning roles with HP's Digital Photography business. He then spent two years as Director of Corporate Marketing for Spectra Logic and returned to HP last year to product manage the HP Media Vault - HP's initial entry into the home network storage category. Allen holds a B.S. degree from the University of Colorado and an MBA from the University of Denver.

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