



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Brad Dietrich, Chief Technology Officer, Mediabolic (acquired by Macrovision Jan. 1, 2007)

Biography

Brad Dietrich, along with Daniel Putterman, founded Mediabolic in 1999. As CTO, Dietrich is responsible for the architecture and design of the Mediabolic systems and for developing the vision of embedded software as the power behind an ecosystem of digital connected entertainment devices. Prior to founding Mediabolic, Dietrich was president of Deftech, where he was instrumental in developing solutions that integrated legacy proprietary systems with networked web management applications and network enabling existing PC products for clients such as Spyglass and Mattel. Dietrich graduated from Carnegie Mellon University with a Bachelors of Sciences degree in both Electrical and Computer Engineering and in Computer Science. He is a published author and contributor to several open source efforts.