



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Dr. Ken Morse, Vice President, Client Architecture, Scientific Atlanta, a Cisco Company

Title

Integration of Storage in CE Devices: How Storage Enables the Connected Life

Abstract

The consumer entertainment arena has started to change now that hard drive storage capacity in the home has been added and the consumer has control. What used to be a traditional video, data and voice market today is rapidly becoming an entertainment, communications and information business that leverages local storage, good user interfaces and broadband access to give consumers increased ownership over their digital life.

Providing a seamless interface to all the stored digital content in the home will become a key factor over the next few years for service providers, along with offering capabilities such as a unified search across all of the available content. That's where the set-top comes in. Consumers shouldn't see it as just a box, but rather as the centralized hub for all of their home entertainment and communications. The next-generation of set-top boxes have become true content servers with built-in hard drives and built-in broadband modems that provide the baseline for Internet access and distributed applications such as home videos, family photos, MP3s and games that can be accessed by other connected televisions in the home at any time.

While the DVR remains to be the innovative platform that initiated the recent migration towards the integration of advanced storage capabilities in set-tops and other devices, storage is now defining the types of new integrated media technologies that manufacturers design and develop - such as DVRs with writeable DVD drives and Home Media Center (HMC) set-tops that will not only allow for the distribution of live, recorded and on-demand streaming content to multiple rooms, but also provide access to music (MP3s), photos (JPEGs), and videos (from digital camcorder) stored on the laptop PC and other devices such as cell phones.

Dr. Ken Morse, Vice President of Client Architecture, Scientific Atlanta, can discuss why the sudden onslaught of these next-generation media devices, and the intense rollout of digital cable-ready and HD televisions, have made it critical that home entertainment technology manufacturers increase the available storage capacity in devices such as set-tops and DVRs if they want to compete in the new digital world.

Talk to be given at the Storage VisionsTM 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007



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Ken will explain why manufacturers must integrate both internal and external storage capacity to their technologies if they want to successfully respond to the emerging entertainment value issues expressed by consumers and deliver of the level of home connectivity that will boost service providers into the next-generation of home entertainment. The deployment of robust, storage-rich set-tops will fuse on-demand entertainment with the networked home to deliver the very best entertainment experiences to consumers.

Biography

Dr. Ken Morse has more than 20 years of software development experience during which time he has co-founded four companies. In his current role with Scientific Atlanta, a Cisco Company, Dr. Morse is responsible for ensuring that Scientific Atlanta is a leading supplier of digital cable solutions by driving the architecture and direction of Scientific Atlanta's digital set-top platforms and for the technical and product direction of the company.

Prior to joining Scientific Atlanta, Dr. Morse was a founder and the CTO of PowerTV, Inc., now part of Scientific Atlanta. Here he and his team, along with their set-top partners, brought the first IP-based digital interactive television system to the mass market, providing the software platform and services for over 10 million digital interactive set-tops in North America today.

Prior to working at PowerTV, Dr. Morse was a member of the team that developed the first Hardware Reference Platform for Multi-media consumer electronics devices at Kaleida Labs, an Apple-IBM joint venture. Dr. Morse was also a founder of Ultra Digital Systems and MTL where he developed DSP Development systems and video compression schemes for PC multi-media applications.

Dr. Morse's first foray into business was in 1981 when he received a Commodore Vic-20 and founded a company offering fast loaders and encryption schemes to the software duplicating industry.

Ken attended the University of Liverpool and holds a Ph.D in Electronic Engineering and a B.Eng in Electronic Engineering. He is a member of Institute of Electrical and Electronics Engineers, Association for Computing Machinery, and the Society of Cable Telecommunications Engineers.

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