



STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Home Servers as the Enabler for Anytime Content Access

ABSTRACT

One of the more promising capabilities of the emerging home server category is the ability for consumers to access their content from any location - home or away. As with many new technologies, however, the challenge is building a use model that is meaningful and intuitive for consumers. This topic will address the various challenges and opportunities inherent in organizing, presenting and streaming both personal and commercial content from a home server to consumers in various environments. Discussion of consumer expectations for PC-based, entertainment-center based and remotely-based content access will be discussed, as well as how home server applications can be uniquely developed to provide compelling experiences for consumers in each of these environments.

BIOGRAPHY

Allen Buckner is a Senior Product Manager in HP's Managed Home Division. Allen has over 15 years of marketing and business planning experience – seven of them with Hewlett-Packard. Allen's HP experience includes 5 years in competitive intelligence and business planning for HP's digital photography business and the past 2 years in Product Management working on the HP Media Vault and the HP MediaSmart Server. Allen also spent 2 years as Director of Corporate Marketing for Spectra Logic. Allen holds a Bachelor of Science in Business Administration degree from the University of Colorado and an MBA from the University of Denver.

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Talk to be given at the Storage Visions™ 2008 Conference
at the Flamingo Hotel in Las Vegas, Nevada, January 5th and 6th 2008!