



STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Emerging Applications of Hard Disk Drives

ABSTRACT

Rate of growth of hard disk drive usage is growing rapidly in non PC market. Many new applications are emerging where disk drive is integrated in systems without computers to produce consumer applications. Media server, iPOD, personal audio/video players, surveillance systems, automotive entertainers are just few examples. In this presentation, a review of non PC applications will be made and we will also discuss requirements on disk drives to support user applications.

BIOGRAPHY

Andy Higginbotham is director of sales and marketing for the Hard Disk Drive Group of Samsung Semiconductor, Inc. Higginbotham is responsible for Samsung's line of hard disk drives ranging from compact flash-sized hard drives to the 3.5" desktop drives, including its hybrid hard drive. He has 16 years of experience in the data storage industry, including executive management positions at various Fortune 500 and start-up companies.

Higginbotham has held previous assignments as senior director of marketing for Western Digital, and general manager for SONY's U.S. Tape Drive Division.

Higginbotham holds a Bachelor of Science degree in Computer Science from the University of California, Santa Barbara, and a Master of Business Administration from Santa Clara University.

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