



## Conrad Maxwell, Senior Product Line Manager, Silicon Image, Inc.

### TITLE

CE Storage, Meeting the real customer expectation for CE Storage

### ABSTRACT

CE manufacturers need production and pre-production testing program/logo to provide guidance in designing CE storage products:

- The highest levels of interoperability among different manufacturers.
- Superior ease-of-use to end-users
- A proper and reliable implementation of multimedia supporting features

Only products meeting the stringent requirements specified by the test, may bear the new CE storage logo/trademark.

An example: Dolby logo on sound track of a movie indicates a quality solution.

CE customers have been left by themselves to determine compatibility using trial-and-error techniques.

An example: Some eSATA boxes do not work when you attach them to the DVR.

CE Customers have been left by themselves to learn how to configure RAID volumes and have most often left the feature un-used.

An example: Typical RAID unless pre-configured, can ask CE customers too many technical questions.

CE Customers have been left by themselves to experience bad designs which;

- Over heat
- Fail too soon
- Make too much noise
- Lose data
- Can't expand
- Are not reliable
- Use the wrong cables/connectors
- Provide inadequate performance
- Do not have enough user controls

Many examples will be provided to show the problems.

This talk covers not only the current problems it will also cover, the proposed solutions for CE storage manufacturers and CE storage customers. This talk will help show the way from designs for geeks and how to design for mainstream.

### BIOGRAPHY

Conrad started his career in Silicon Valley in the early 80's at Dysan Corp. He worked as an R&D Manager at Dysan, overseeing new product design and development of hard drive and floppy media alignment machines. Then he went into Product Management over Retail and O.E.M. products lines for GTL Ltd./ComputerLand, Samsung and Everex. From retail/O.E.M. Product Management he went on to semiconductors, he was at VLSI Technology in Strategic Marketing and managed their investment into new peripheral technologies (audio and graphics). From there he went to Conexant Systems Inc. (formerly Rockwell), and was the Director of Technology Planning in their PC/Peripheral products Then for a few years, he ran Maxwell Consulting Associates, a firm that helped companies with their Technology Planning, Business Planning and Business Development, IP Licensing, Management and Technical Marketing. Currently he is the Senior Product Line Manager for the SteelVine™ Storage Processor Products of Silicon Image, Inc.

Conrad has an Electrical Engineering Degree, a B. S. from CSU, East Bay, and an MBA from ASU. He has been published in a technology textbook, magazines, technical journals, conferences, helped write multiple industry standards and has patents and patents pending. He was the Chairman of the Interactive Audio SIG - Three Dimensional Working Group, Member of the Board of Directors for the HomePNA and ACR SIG, and a voting member of the Bluetooth PAN working group, WECA/WiFi WG, 802.11 WGs, 802.15.4WGs, DVD Forum, USB WG, PCIe, T13 and VESA WGs. He currently is Chairman for the SATA-IO Marketing WG.

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at the Flamingo Hotel in Las Vegas, Nevada, January 5<sup>th</sup> and 6<sup>th</sup> 2008!