



STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Don Larson, Product Marketing Manager, Intel, NAND Products Group

TITLE

Right-Sizing Storage for More Portable and More Personal Computing Devices

ABSTRACT

Consumers are demanding devices that are more personal, more portable, and more functional. Storage technology and product design will change dramatically to both enable and capitalize on this trend. The new generation of solid-state drives, designed for portable computing, will be the storage of choice for personal and portable devices in 2008 and beyond.

BIOGRAPHY

Don Larson is a Product Marketing Manager within Intel's NAND Products Group. Don is responsible for product strategy and line management of solid-state drive solutions for value and portable computing market segments. Don's 23 years at Intel have been spent in sales, and marketing for mobile platforms, graphics, and reseller products. Don has prior experience as a systems engineer for Data General. Don received his B.S in Engineering from Worcester Polytechnic Institute, and an MBA from the Wharton School, University of Pennsylvania.

Donald A. Larson can be reached at donald.a.larson@intel.com

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