



**Richard Bullwinkle, Senior Director, Embedded Solutions Group & Chief Evangelist, Macrovision**

**TITLE**

Personal Home Storage: Saving and Sharing Family Content

**ABSTRACT**

Envision the future: iPod's that break don't mean the death of your music library, PC's run faster because 300 movies sit tight in a home storage device, and photos from your camera can be transferred wirelessly straight to your set-top box and played instantly. So what's next? Is there anything missing from this fully connected digital home? After years of storing all your personal and commercial content onto your home storage devices you might eventually run into the "Error! Hard drive full" or disaster recovery dilemma. On top of that, the problem with having a fully connected digital home, is that you only feel connected at home. Is there a solution? Yes. What if the digital home were delivered as a service? The Software as a Service (SaaS) business model is revolutionizing business software and consumers are already storing photo libraries online in order to quickly access and show pictures on demand. Macrovision, with its deep history in the business software space, as well as a variety of consumer media, understands the demand for cheap access to content without owning complex and cumbersome devices. Richard Bullwinkle, chief evangelist for Macrovision, can discuss from this perspective what the industry (including service providers, device makers and content owners) need to focus on to achieve a SaaS revolution in the digital home.

**BIOGRAPHY**

Richard Bullwinkle is well known in the digital networking entertainment industry from his previous roles at Digital Networks North America, Inc. (DNNA), TiVo and Mediabolic. Richard was the chief evangelist for Mediabolic, which was acquired by Macrovision in January 2007. He was also previously a senior member of TiVo's product marketing team. Richard helped create and develop the TiVo products and then played an instrumental role in helping create the well-known publicity around the TiVo products and brand. At DNNA, a wholly owned subsidiary of D&M Holdings U.S., Inc. and the parent company of Rio Audio and ReplayTV, Richard was a senior member of Rio Audio's Product Marketing team. He helped create and market some of the most popular MP3 players in the US. At ReplayTV, he was in charge of the user experience, including software and interface design. Richard graduated from Rollins College in Florida with degrees in English and music.

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