



# STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



## Scott Wright, Product Manager, Toshiba Storage Device Division

### TITLE

Storage Meets CE: A Crystal Ball for the Industry

### ABSTRACT

The miniaturization and mobility trends in consumer electronics, coupled with the growth of video and music content, are continuing to fuel demand for small form factor storage with significant capacity. As the model for content delivery evolves to more devices in more places - in the home, car or on the go - storage is a primary factor in whether or not a CE device can deliver the functionality consumers demand. As a result, the storage industry has introduced a range of technologies to continue meeting the needs of the CE industry.

As a leading developer of both small form factor storage and an array of consumer electronics products, Toshiba is in the unique position of being both a designer of future storage solutions and a company that understands the content delivery requirements for CE product adoption. As such, Scott Wright, product marketing manager at Toshiba Storage Device Division can provide a unique perspective from both the CE manufacturer and storage supplier points of view in this session.

He will discuss:

- Overall trends in consumer electronics product design and where the market is heading
- Diverging content delivery needs in future CE devices for the home, the car and mobile environments and the unique requirements the storage industry will see in the coming years
- A high-level overview on new HDD recording technologies - such as Discreet Track Recording recently announced by Toshiba - that will continue to drive capacities to meet CE demand

### BIOGRAPHY

Scott Wright, manager hard disk drives at Toshiba Storage Device Division, has more than 15 years of experience in the data storage industry. He directs hard disk drive product life cycles for the automotive, consumer electronics and notebook PC markets. Wright works closely with sales and product planning teams in the United States and Japan to ensure Toshiba SDD meets customer needs and responds to market opportunities. Scott also represents Toshiba interests on various storage industry committees and initiatives.

Wright joined Toshiba in 2005 from Quantum Corporation, a manufacturer of data storage backup, recovery and archive solutions. While at Quantum, he held the positions of product manager for library storage systems and program manager for OEM products. Prior to Quantum, Wright held sales and program management positions at Seagate, Conner Peripherals and Archive Corporation.

Wright earned a bachelor of arts from the school of social sciences at the University of California, Irvine.

Scott Wright may be reached at [Scott.Wright@tais.toshiba.com](mailto:Scott.Wright@tais.toshiba.com)

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