



2008 Storage Visions Conference

Las Vegas, Nevada

January 5 & 6, 2008

Flamingo Hotel

Las Vegas, NV

2008 Conference Theme:

***Your Digital Life—the
coming revolution***

***--Preserving, Protecting and Sharing your
Life using Digital Storage--***

**A CONFERENCE ADDRESSING THE CONTENT VALUE
CHAIN, ESPECIALLY CONSUMER ELECTRONICS AND THE
TECHNOLOGIES THAT ENABLE IT**

STORAGE FOR CONTENT CREATION, DISTRIBUTION AND CONSUMER ELECTRONICS

In many regards data storage now serves the role once held by the printing press. It makes vast amounts of information, entertainment and communication available to the bulk of mankind. Like the books of old the networked data storage world is the repository of our modern civilization. This two-day conference will focus on storage and technology that services the creation of human content, its distribution, and reception in our modern networked world. Unlike the CES, that follows the Storage Visions Conference our event focuses on digital storage and entertainment and personal applications. As a consequence of being a smaller and more focused event sponsors, exhibitors and speakers have an easier time getting their message heard by the attendees. The signal-to-noise ratio at Storage Visions is much higher than at the CES and is a perfect and affordable companion to CES participation. Our intention is to bring together people, organizations, and companies that are a part of this data content food chain. Topics and products to be addressed are:

- Content creation and distribution requirements and products
- Content protection, DRM, and archiving
- Impact of social networking on storage requirements
- Technical requirements for consumer applications
- Set-top boxes and personal video recorders
- Home media centers
- Home network storage
- Portable storage systems
- Mobile device market and requirements
- Storage system products and components
- Storage system roadmaps for various markets
- Data storage and multimedia market and technology analysis
- Commercial Entertainment Storage Systems
- Video Game Systems

The conference also provides a unique environment for networking with a diverse and important group of corporate officers, analysts, press and professionals that will be shaping the future of human content and the distribution of contemporary civilization.

In general attendees are extremely positive about the conference. Here are some quotes from prior attendees:

"The conference paid for itself five times over" David Kreft, NSA

"Storage Visions 2007 brought together key decision makers in storage, computing and IT and offered a number of valuable and timely presentations. Armed with knowledge from the sessions and the many great demos and exhibits, attendees can return to their organizations to investigate and deploy effective storage solutions." Brian Berger, chair, Trusted Computing Group Marketing Work Group and Executive Vice President, Wave Systems.

"Storage Visions is the only conference that brings together consumer electronics companies, storage technology and system suppliers, content creation companies, system integrators and VARs, and market analysts to explore and create tomorrow's visions of the role of digital storage in entertainment." Pat O'Malley, Seagate

"We are a startup company in stealth mode that received a jump start from the Storage Visions Conference in 2004. There were several presenters addressing various storage markets, one of which caught our eye and our full attention. Subsequent to the Storage Vision Conference, we built a company around this primary market and recently landed an OEM agreement with one of the leading server vendors. Prior to the Storage Visions Conference in 2004 we simply had a good idea – after the conference we had a market focus and were on a mission! Thank you Storage Visions for the opportunities you create each year." Name Withheld by Request

"Storage Visions is a valuable source of information on current status and future trends in magnetic and optical storage, and on applications that harness (and will harness) storage capabilities. I make it a point to attend each year while I'm in Las Vegas for CES." Brian Dipert, Senior Technical Editor: Mass Storage, Multimedia, PC's and Peripherals, Electronic Design News (EDN)

"Across the show floor, attendees can see the increasing array of consumer electronics products that incorporate digital storage. Storage Visions... will help our attendees and the consumer electronics industry at large better understand and take advantage of this trend and the overall content value chain." Gary Shapiro, *President and CEO of the Consumer Electronics Association*

"The organizers bring together the biggest names in the data storage business, with speakers who have the knowledge and insights to make the show as informative as it is thought-provoking... Storage Visions was the first to understand the new paradigm based on the co-existence of solid-state, embedded disk drives and hard disk drives.

Seeing the market through Storage Visions' specialized eyes and making contacts with the right people in the industry has enabled us to sharpen our own business strategies." Zack Weisfeld

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Images from Prior Storage Visions Conferences:



I. Conference Overview

The annual Storage Visions Conference will be held January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, Nevada. As in past conferences the 2008 Storage Visions will be held in association with the CES show. Program components include:

- Storage for Entertainment Distribution, Editing and Creation.
- Financial and Market Analysis of Storage Companies and Applications
- Enabling Technologies for Storage in Consumer Applications
- Integration of Storage in Consumer Electronics
- Storage for Mobile CE Applications
- Storage for Home CE Applications
- Home Storage Networking
- Hard Disk Drives
- Flash Memory
- Optical Storage
- New Storage Technologies

Sponsorship and speaker opportunities are available for this conference.

Demographics of 2007 Storage Visions and Future Conference Projections

- There were 430 participants in the 2007 Storage Visions Conference, 370 conference participants during the two days of the conference and 60 more people who participated in the exhibits only.
- Based upon historical growth trends for the 2007 and earlier Storage Visions Conference we estimate that 2008 will have over 450 participants, 2009 will have about 500 participants and the 2010 conference should have more than 550 participants. Our intention is to create a controlled growth event providing a quality experience for attendees.
- In 2007 over 30% of conference attendees were press and analysts including people from The Wall Street Journal, The Washington Post, The San Jose Mercury News, Penton Publications, Pennwell Publications, BBC, CBS Television in Los Angeles, PC World, Engineering Design News, IDG News,

IDC, iSuppli, Web Fee Research, and Coughlin Associates. We plan to continue our outreach and appeal to press and analyst community that have an interest in digital storage and its applications. In 2007 we had a separate press room, a press coordinator. We also had a webcast and video recording of the conference as well as a podcast from the conference.

- Following are the demographics of the last few Storage Visions Conference.
 - Note that our **media attendance is up over 100%** from 2006 to 2007 reflecting the value that press saw in the conference. The increased media numbers decreased the percentage of other categories although unit totals for other categories increased.

Category	2004	2005	2006	2007
Media	4.80%	5.6%	9.0%	22.1%
CEO, CFO, COO, President	18.90%	20.1%	19.6%	18.2%
VP Business Development	14.8%	14.5%	13.6%	11.3%
Analysts	15.0%	11.0%	10.0%	10.2%
VP Marketing	12.3%	11.4%	12.4%	9.4%
CTOs	10.5%	12.2%	11.4%	8.4%
VP Engineering	8.6%	9.3%	8.9%	8.6%
Engineering Managers	5.5%	5.8%	5.9%	5.2%
Investors and VCs	3.0%	3.8%	3.9%	3.1%
Engineers	1.5%	1.7%	1.6%	1.5%
Manufacturing Reps	2.0%	1.8%	2.0%	1.0%
Academics	1.70%	1.2%	1.0%	0.5%
Resellers	0%	0.5%	0.5%	0.3%
Others	1.40%	1.1%	0.2%	0.2%
Total	100%	100%	100%	100%

Sponsorship Opportunities

As a corporate sponsor, your company gets its logo on our promotional material, the conference web site, and at the event itself. Your company also gets mentioned in direct mail and other promotional advertising and on the web site. Three types of sponsorship are available:

- Media Sponsorship (for Media and Analysts Organizations).
- Organization Sponsorship (for Trade Associations).
- Corporate Sponsorship (for Hardware/Software and Service suppliers).
- Event Sponsorship (Lunches, Breaks, Sessions, Receptions, etc.).

Exhibits

Exhibit space will be available on a first come, first serve basis. 6 foot table-tops are available as well as space for some 10X10 foot booths. The receptions and breaks will be held in the exhibit area and the conference awards will be presented in the exhibit area the evening of the first day of the conference. There may be other activities in the exhibit area yet to be determined.

Speaker Opportunities

Your company can assist in planning and presentation of the program. This involves providing speaker suggestions and topic suggestions for executives from your company and from your partners. (Note: See the Conference Sessions and Topics section below)

Awards

For the fourth year the Storage Visions Conference will be making industry awards at the 2008 event. Additional details about the conference awards program will be available in the Summer of 2007.

The Art of Storage Award

In 2008 we will have our second year of taking nominations for a new award category-called **The Art of Storage Award**. This award and an associated display in the exhibit area, that will be open to the public, will focus on the artistic and design-side of digital storage such as:

- ease of use and product aesthetics
- digital storage as personal adornment,

- digital storage as home décor
- digital storage as a personal statement

We are considering opening up the competition for this award to professional designers as well as digital storage product companies. We are open to offering a sponsored cash award to create an incentive for non-storage design professionals to participate in the competition.

The Setting for the Conference

This conference has a track record for attracting CE industry leaders in association with the International CES, in a relaxed and personal environment. Because of the quality of participants and attendees, drawn by increasing attractiveness of selling through consumer electronics channels, the Storage Visions Conference is unique in its emphasis on both early development of technology and access to entertainment content value chain marketing executives.

To Get Involved

Please contact Tom Coughlin at (408)-871-8808 to let us know of your interest. You can send email to info@storagevisions.com.

II. Conference Sessions and Topics

The conference sessions are still being put together and reviewed by the advisory committee for the 2008 conference. We are interested in suggestions for topics and sessions that are timely, stimulating and especially, visionary. There will be several speakers who will be keynote speakers at the conference including Lunch Keynote speakers, Morning or Afternoon Keynote speakers, and Session Keynote speakers. Following is the 2007 Conference Agenda for reference purposes.

2007 Storage Visions Conference Sessions and Agenda

--Digital Storage Democratizes Content--

This two day conference focuses on digital storage and its role in creation of entertainment and personal content, its distribution, and reception in our modern networked world. The conference brings together people, organizations, and companies that are a part of the digital entertainment value chain and provides a unique environment for networking with a diverse and important group of corporate officers, analysts, and professionals that will be shaping the future of entertainment creation and distribution, consumer electronics and digital storage. For more information on the conference please go to www.storagevisions.com.

Day 1 (Saturday January 6, 2007):

7:30 AM Continental Breakfast

8:00 AM *A1 Storage and Content Creation, Editing and Distribution*

What are the technologies and requirements for the capture and editing of new content as well as preserving historical content? What are the digital storage requirements for various content distribution models such as head-end DVR vs. home DVR, satellite and cable distribution, digital cinema, IP-TV and video downloading?

9:30 AM *B1 Storage and Consumer Electronics Analysts Speak Out (Moderator: Jim Porter, President, DiskTrend)*

Noted analysts of consumer electronic and entertainment creation trends join with storage analysts to explore how content creators and distributors are embracing new technologies and what digital storage requirements for various applications will be. On the consumer side will consumers will use flash, HDDs or optical storage and what are the growth and killer applications now and in the future?

10:30 AM Morning Break

11:00 AM *C1 Storage Intelligence and Content Security*

Find out how fair use definitions will affect digital storage and how storage devices and systems will implement content security, data erasure and DRM. Will we get lost in our content or will we find effective ways to index, organize, manage and find content?

12:30 PM Lunch & Exhibits

- 1:15 PM** **Keynote Speaker**
- 2:00 PM** ***D1 Financial Analyst and Venture Capitalist Perspectives on Entertainment Storage (Moderator: Harry Blount, Sr. Vice President, Lehman Bros.)***
- 3:00 PM** **Afternoon Break and Technology Demonstrations**
- 4:00 PM** ***E1 Who's Watching Optical Storage? (Moderator: Wolfgang Schlichting, IDC)***
- How are the competing blue laser DVD technologies doing in the market and when will a winner be decided? What are future applications for optical storage and what are its major competitors—such as downloading content? Is holographic storage real and if so how will it grow into more widespread use?**
- 5:30 PM** **Reception**
- 8:00 PM** **Conference Ends for Day**

Day 2 (Sunday January 7, 2006):

- 7:30 AM** **Continental Breakfast**
- 8:00 AM** ***A2 Integration of Storage in CE Devices (Moderator: Melissa Perenson, Senior Associate Editor, PC World)***
- How is digital storage being used in consumer electronics? How it is designed into CE products? What the requirements for future CE products and how will CE change storage devices? Can applications be integrated into the electronics of storage devices and should they?**
- 9:30 AM** ***B2 Executive Discussion Panel***
- 10:30 AM** **Morning Break**
- 10:45 AM** ***C2 Choosing a Mobile CE Storage Product (Moderator: Gerry Purdy, Frost & Sullivan)***
- There is fierce competition between flash and HDD for mobile consumer applications focusing on the price and the match of technology to the requirements of the applications. What**

is the future and extendibility of flash memory and HDDs and are there competing technologies such as other solid state storage options or optical/holographic storage that could displace the major contenders?

- 11:45 AM** ***D2 Flash and HDDs, Where's the Cache?***
- 12:30 PM** **Lunch and Exhibits**
- 1:15 PM** **Keynote Speaker (Maureen Weber, General Manager, Personal Storage Business, HP)**
- 2:00 PM** ***E2 Content Creation Panel (Moderator: Marty Shindler, CEO, The Shindler Perspective)***
- 3:00 PM** **Afternoon Break**
- 3:30 PM** ***F2 Home Network Storage and Direct Attached Storage (Moderator: Ken Morse, V.P. Client Architectures, Scientific Atlanta/Cisco)***
- As home storage requirements increase we will need new ways to organize, backup and manage our personal and commercial content. What sort of networking will be used and will digital storage be direct attached or networked? What will drive the use of network storage in the home and when will all home and personal storage be networked?**
- 5:30 PM** **Conference Ends**

III. SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Following are current sponsorship opportunities for the 2008 Storage Visions Conference.

GENERAL CONFERENCE SPONSORSHIPS:

Corporate Sponsor Levels	Sponsorship Fee
Platinum (3-4)	\$35,000
Gold (6 max)	\$20,000
Silver (10 max)	\$10,000
Bronze (15 max)	\$ 5,000

Benefits of Corporate Sponsorship Levels

	Platinum	Gold	Silver	Bronze
Talk Level (if available)	Keynote	Talk	Panel or Talk	Panel or Talk if Available
Exhibit/Display	2-10'X10' Booths Or large format display	10'X10' Booth Or smaller format display	6' Table Top Or smaller format display	6' Table Top
Participation in Storage Visions papers and/or Podcasts if available	Included	Included	Included	On available basis
Free Conference Attendances	8	4	2	1
Free Exhibit Passes	200	200	200	200
Event	Yes	Maybe	No	No

Sponsorship				
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Notes:

- Sponsorship fee must be paid within 30 days of date of invoicing by Storage Visions and if sponsorship fee is not paid within the 30 day period the sponsorship will be available to other parties.
- Although sponsorship is not required for a speaking or panel spot sponsors will be given reasonable priority at Storage Visions sole discretion on any remaining available speaking or panel positions.
- There may be further sponsorship opportunities that develop which will be offered first to existing sponsors in order of their sponsorship level

The number of corporate sponsors can only be increased at the discretion of Storage Visions. In addition, any combination of corporate and event sponsorships must be first agreed upon by Storage Visions. Corporate sponsorships will be given on a first come, first served basis.

EVENT AND OTHER SPONSORSHIPS:

Session	(6-8)	\$3,000
Breakfast	(1-2)	\$4,000
Break	(3-4)	\$4,000
Lunch	(2)	\$8,000
Reception	(1)	\$12,000
Conference Lanyard		\$4,000 (plus cost of lanyards)
Conference Bag		\$5,000 (plus cost of bags)
Self Guided CES		\$3,000 (self-guided tour)
Storage Tour (3 max)		
Storage as Art Award		\$10,000 (suggested award money)
Webcast		\$5,000, \$3,000 or \$1,500

CORPORATE EXHIBITS

Corporate Exhibitor Levels	Exhibit Fee
Visionary	\$4,000
Futurist	\$2,500

Benefits of Corporate Exhibitor Levels

	Visionary	Futurist
Speaking Opportunity	TBD	TBD
Exhibit	10X10 Booth	6' Table Top
Free Conference Attendance Passes	1	0
Free Exhibit Passes	200	200
Event and/or Session Sponsorship	May be available; call for details	May be available; call for details

Notes:

- Exhibit fee must be paid within 30 days of invoice or exhibit space becomes available to other parties
- Event and session sponsorship opportunities available on first come first serve basis

SV08 AND CES STORAGE TOUR

We will continue to publish the printed self-guided **Storage Tour of the International CES** in 2008 which will be available at SV08, on our affiliated web sites and at the International CES (sponsorship for this brochure is available).

STORAGE VISIONS ARTICLES AND POSSIBLE PODCASTS

Tom Coughlin, organizer of the Storage Visions Conference and principal analyst at Coughlin Associates will author a series of "Storage Visions" articles about important topics in data storage. Each one of these articles will feature one of the Gold and Platinum sponsors per their interests.

We are also looking at Podcasts and encourage participation in the Blog associated with the Entertainment Storage Alliance (www.entertainmentstorage.org) on important topics related to digital storage and entertainment and personal content. We will let you know how this effort progresses.

Please call Tom Coughlin at (408) 871-8808 for any questions, or email us at info@storagevisions.com.

Addendum A: Corporate Sponsor Form

STORAGE VISIONS CONFERENCE 2008



Corporate Sponsor Submission Form

(Submission Deadline: November 15, 2007, up to limits allowed)

We are currently accepting a limited number of sponsorship proposals for Storage Visions 2008 January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, Nevada. Storage Visions is the premier event on content creation, distribution, reception and data storage. You can find updated conference information at www.storagevisions.com. Please complete this form and any attachments and fax to the number below. There are several levels of corporate sponsorship available for this event. Please indicate the sponsorship opportunities that interest you.

Contact

Name: _____ Title: _____
Company: _____ Phone: _____
Address 1: _____ Fax: _____
Suite: _____ Email: _____
City: _____ State: _____ Zip: _____

What sponsorship opportunities are you interested in? (*check all that apply*):

- | | | | | |
|---|--|---|---|---------------------------------|
| General Corporate: | <input type="checkbox"/> Platinum | <input type="checkbox"/> Gold | <input type="checkbox"/> Silver | <input type="checkbox"/> Bronze |
| <input type="checkbox"/> Breakfast or Breaks | <input type="checkbox"/> Lunches | <input type="checkbox"/> Exhibits/Reception | <input type="checkbox"/> Lanyards or Bags | |
| <input type="checkbox"/> Media/Organization Sponsorship | <input type="checkbox"/> Storage Art Award | | <input type="checkbox"/> CES Storage Tour | |

Company Product or Services:

If interested in providing a speaker please indicate topic:

Fax this form and any attachments to (408) 370-4609
You may also email the above information to info@storagevisions.com
or call (408) 871-8808.

Addendum B: Conference Exhibitor Form

STORAGE VISIONS CONFERENCE 2008



Exhibitor Submission Form

(Submission Deadline: December 15, 2007 as space allows)

We are currently accepting a limited number of exhibitors for Storage Visions 2008 January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas, Nevada on a first come, first serve basis. Storage Visions is the premier event on content creation, distribution, reception and data storage. You can find the agenda plus updated conference information at www.storagevisions.com. Please complete this form and any attachments and fax to the number below. There are two types of exhibit spaces available for this event. Please indicate the exhibit space that interests you.

Contact
Name: _____ Title: _____
Company: _____ Phone: _____
Address 1: _____ Fax: _____
Suite: _____ Email: _____
City: _____ State: _____ Zip: _____

What Exhibit Space are you interested in? (check all that apply):

- Visionary Futurist

Company Product or Services:

If interested in providing a speaker please indicate topic:

**Fax this form and any attachments to (408) 370-4609
You may also email the above information to info@storagevisions.com
or call (408) 871-8808.**

Addendum C: Speaker Submissions

STORAGE VISIONS CONFERENCE 2008



Speaker Submissions

(Submission Deadline: September 15, 2007)

**Speaker submissions should be done on-line
at www.storagevisions.com**

**If you have any questions email
info@storagevisions.com or call (408) 871-
8808.**