



**Melissa J. Perenson, Senior Editor, PC World**

### **BIOGRAPHY**

Since joining PC World in 1999, Melissa Perenson has closely tracked most areas of computing and consumer electronics. Her focus is on new products and technologies--and the trends that define our digital lifestyle. Among her primary beats: Digital imaging and storage. Perenson regularly reviews cameras and storage products, and edits the digital SLR and hard drive charts that appear in PC World. She has also authored the column "Burning Questions" column, where she addressed issues surrounding CD and DVD burning, and next-generation formats like Blu-ray Disc. Perenson closely follows industry developments for blogs, news and features stories.

Perenson is also intimately familiar with cell phones, PCs, and displays. A 15-year veteran of technology journalism, Perenson spent six years in New York at PC Magazine, covering trends and new products, prior to moving to California and joining PC World. In her spare time, Perenson is an avid photographer...and consumes lots of storage.