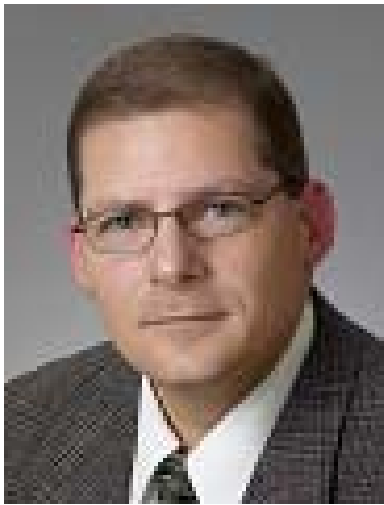




STORAGE VISIONS[®] 2010

AN ENTERTAINMENT STORAGE ALLIANCE[™] EVENT



Dave Reinsel, Group Vice President, IDC

BIOGRAPHY

Dave Reinsel is group vice president of IDC's storage and semiconductor research practices. Mr. Reinsel and his team of analysts provide timely and industry-leading insight and analysis for IT professionals, investors, resellers, distributors, and manufacturers worldwide. His research teams are responsible for delivering annual and quarterly forecasts and analyses on the storage hardware, storage software, and semiconductor markets. In addition to his research responsibilities, Mr. Reinsel provides custom research and consulting for IDC clients on industry trends, product requirements, and marketing strategies and speaks at numerous conferences worldwide.

Mr. Reinsel has more than 16 years of experience within the IT industry. He came to IDC in 2000 from Hutchinson Technology Inc. and quickly established himself as one of the industry's leading analysts on hard disk drives. In 2002, Mr. Reinsel published IDC's first ever detailed report on HDD component technology and in 2003 co-authored the industry's first extensive report on external drives, as well as an in-depth report that probed the impact of serial ATA drives and tiered storage on data centers. In 2006, Mr. Reinsel was a recipient of IDC's most prestigious research award for his professional excellence in market research.

Mr. Reinsel earned a bachelor's degree in education in the field of mathematics from the University of Missouri, Kansas City.