



STORAGE VISIONS® 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Maciek Brzeski, Vice President of Marketing, Branded Products, Toshiba Storage Device Division

TITLE

The New Digital Living Room – It's Everywhere

ABSTRACT

With video/photo content consumption and sharing as the new standard for consumer entertainment and engagement, consumer electronics manufacturers are looking at how to better equip the new digital living room. The challenge: the new digital living room is no longer just inside the home, as people look to create an entertainment and content sharing experiences in all facets of their lives – in the car and everywhere we go. Storage is the catalyst for the new digital living room as the high-capacity canvass for enabling content creation and consumption on a variety of static and go-anywhere portable devices.

With digital content and connected lifestyles driving consumer electronics design, storage manufacturers will need to develop flexible solutions that address a variety of storage demands to accommodate both portability and a meaningful consumer experience. At the center of this equation is the importance of backup and protecting content created anywhere and everywhere. As a full-line electronics company, Toshiba uniquely understands both device trends and the storage requirements needed to accommodate the demands of this ubiquitous digital living room consumers are demanding.

Maciek Brzeski, vice president of marketing at Toshiba Storage Device Division and a key expert on storage and consumer electronics trends will discuss:

- Trends in CE devices that are transforming the digital living room both at home and on the go
- The pervasiveness of storage in our digital society and how storage manufacturers can capitalize on the capacity needs of this new digital generation
- The challenges of data management throughout the home and on the go – how can consumers easily access and manage content in multiple places?
- The ever-present need to protect this proliferation of content through backup, how consumers are faring on the backup front, and the opportunities for HDD manufacturers in educating consumers about protecting their content

BIOGRAPHY

As vice president of marketing for Toshiba Storage Device Division (SDD), Maciek Brzeski is responsible for directing Toshiba's marketing, and product planning efforts relating to hard disk drive sales in the United States. Maciek joined Toshiba in 1996 and previously focused on the company's optical business unit. He has been instrumental in launching Toshiba's DVD recordable and 1.8-inch hard disk drive product lines.

A veteran of the computer industry for more than 19 years, Maciek also has held positions at AST, Raytheon and Telex. Before moving to California in 1989 to head up AST's international marketing efforts and serve as strategic marketing/planning manager, he drove AST's European marketing initiatives from the company's U.K. headquarters. Maciek began his technology career as a data communication systems engineer at Raytheon before and after it was acquired by Telex.

In addition to his extensive technology marketing expertise, Maciek has been a key representative for Toshiba in the storage industry. He has spoken at numerous events including the 2005 Consumer Telematics Seminar, OSTA, the DVD Entertainment Conference & Showcase, Digital Hollywood and Optical Storage Symposium.

A graduate from the University of London, Maciek earned a degree in electronic engineering with a computer science concentration.