



**Awards Ceremony:
January 4, 2011**

**Riviera Convention Center,
Riviera Hotel,
Las Vegas, Nevada**

**STORAGE VISIONS
CONFERENCE**
1665 Willowmont Ave.
San Jose, CA 95124

Phone: 408-978-8184
Fax: 866-374-6345
Email: tom@tomcoughlin.com

Storage Visions™ is pleased to announce the



2011 STORAGE VISIONS™ CONFERENCE AWARDS



Awards will be held before the 2011 International CES . The **Storage Visions Conference Awards** presentation will take place in the Riviera Convention Center next to the Las Vegas Riviera Hotel

Nominations accepted from Sept. 15, 2010 through Nov. 19, 2010. Please read the submissions details and use the form attached or on-line for entries.



**Submissions Period:
Sep. 15 - Nov. 19 2010**

**Finalist Notifications:
By Dec. 21, 2010**

SVC Awards Guidelines

Important information for the Storage Visions Conference 2011 Awards

The Storage Visions Conference Awards are presented to firms that advance the state of the art in storage technologies utilized in consumer electronics, and in the media and entertainment industries, and to service firms that support those businesses.

The awards presentation for SVC 2011 will be conducted in the Riviera Convention Center next to the Las Vegas Riviera Hotel on the evening of Tuesday, January 4, 2011.

For the fourth year, the 2011 Storage Visions Conference will present the **Art of Storage Award** recognizing digital storage devices or consumer devices using digital storage for good industrial or user design and aesthetics.

A panel of industry experts and journalists will serve as judges. For each product category, judges will give priority to the product/service or company's role in fulfilling the vision of a digitally-connected universe of products and services. For complex products, judges may require access to physically inspect and review a demonstration by a company representative or designee. When possible samples of products are useful for the judging.

Finalists will be notified via e-mail no later than December 21, 2010. Winners will not be notified prior to the official awards ceremony and press conference. During the ceremony the evening of January 5, 2011, winners will receive their awards.

Entry Criteria

We will only consider products and services for which we have received nominations through the admissions process. Products submitted for submission should be shipping or announced as products by January 2011.

Entries for SVC Awards 2011 will be open from September 15, 2010 thru November 19, 2010. In addition to peer nominations, companies and their representatives are welcome to nominate their own products or services. Late entries may or may not be considered, at the discretion of the judges.

Nominations must conform to the submission guidelines below.

Submission Rules

For product awards consideration, vendors are requested to coordinate the shipping of demo products with Storage Visions. Contact Storage Visions at (408) 978-8184.

All nominations of products and services for SVC Awards 2011 must be submitted using the form attached. A Microsoft Word version is available online at the conference website, www.StorageVisions.com

Should you have questions about the awards program, please contact Tom Coughlin at Storage Visions (408) 978-8184.



SVC Awards Categories

Visionary Products Awards

MOBILE CONSUMER ELECTRONICS: Mobile personal systems utilizing onboard digital storage featuring small packaging, shock resistance, remote access and low-power usage.

CONSUMER STORAGE: Advanced development of digital storage devices and media used in consumer electronics systems.

HOME ENTERTAINMENT: Innovative use of digital storage in the home environment or to support home access to personal or commercial content.

PRODUCTION/POST-PRODUCTION CLASS SYSTEMS : Systems using digital storage technologies supporting content creation, including those systems used by the media and entertainment industry.

PRODUCTION/POST-PRODUCTION CLASS STORAGE : Advanced development of digital storage devices and media used in content creation, including media and storage devices used by the media and entertainment industry.

Visionary Company Awards

A special award in three categories will be presented to firms that have shown extraordinary dedication to the development and support of the show theme:

“Advancing the state of the art in storage technologies utilized in consumer electronics, and in the media and entertainment industries, and to service firms that support those businesses.”

Categories for this most coveted award include:

1. CONSUMER ELECTRONICS
2. MEDIA AND ENTERTAINMENT
3. SERVICES AND SUPPORT

The Art of Storage Award

This award recognizes innovations in design for customer ease of use and good industrial design in digital storage applications, storage media and digital storage devices used in Consumer Electronics. The award also recognizes appealing and clever aesthetic features in Consumer Electronics digital storage applications, devices and media.



SVC Awards 2011 Entry Form

This form must accompany EACH entry. One entry per category. One form per entry. Print or type clearly.

CATEGORY	
COMPANY	
CONTACT - Name, title, company, phone, e-mail	
DESCRIPTION - Please give a concise description of your product or service.	
KEY POINTS - Please distill the virtues of your product into three bullet points.	
CUSTOMER REFERENCE(S) - Name, title, company, phone number, and e-mail.	
COMPANY BACKGROUND - URL, if information is online. If possible, year founded, employees, annual revenue, etc.	

Judges reserve the right to move entries from one category to another, or to make no award in categories that draw an insufficient number of entries.

Please be selective about the products and services you nominate. If you overwhelm us by nominating every product on your price list, we're not going to take you as seriously as if you chose carefully.

E-mail your form
or fax/mail to:

Tom Coughlin (tom@tomcoughlin.com)
Coughlin Associates
1665 Willowmont Ave.
San Jose, CA 95124
(408) 978-8184 Phone, (866) 374-6345 Fax