



STORAGE VISIONS® 2011

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Alex Grossman, CEO, Active Storage

Storage Evolves to Drive and Follow Users Trends in Entertainment

ABSTRACT

The creation and distribution of content has significantly changed over the past few years. Storage has become the enabler for both Professionals and Individuals in building and retaining content at ever increasing resolutions. The lines between Pro and consumer have blurred by the trickle down of technology so far. With HD, 3D here now, 4+8K on the horizon, what new technologies being utilized at the professional level will be available at the consumer level, and what new technologies will consumers demand that Professionals use to maintain the viewers interest.

BIOGRAPHY

Alex Grossman is a more than 20 year veteran of the storage industry and a former Senior Director at Apple where he was responsible for driving the development of Apple's server and storage products. Prior to joining Apple, Grossman was Sr. Vice President of Sales, Marketing, and New Product Development at MicroNet Technology, Inc., a developer and manufacturer of hardware storage solutions for creative professionals and IT managers. Grossman has contributed to several patents associated with storage technology and led the team that developed the first FireWire-based Storage Area Network.