



STORAGE VISIONS® 2011

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January 4-5, 2011 Riviera Hotel-Casino, Las Vegas, NV, USA



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Tomorrows Entertainment Storage Opportunities and Challenges

ABSTRACT

As a leader in digital storage, Western Digital has provided solutions for consumers and businesses to backup important files and expand overall storage for additional files. As consumers continue to build large libraries of content including high resolutions videos, photos, and music, the need to move the content off the PC and to more suitable places for content enjoyment, such as the living room also increases. As consumers continue to build large libraries of content including high resolutions videos, photos, and music, the need to move the content off the PC and to more suitable places for content enjoyment, such as the living room also increases. Understanding this need, WD has created a natural extension to its core competency to develop a means for consumers to move content off their computers and onto the big screen TV in the living room, bedroom or any other location in a home or office. Using a WD NAS drive such as the My Book World product, and one of several WD TV media players, consumers can stream content from the NAS drive to the TV via the WD media player. In addition, WD continues to build relationships with content providers such as Netflix and Pandora, to give consumers direct access to enormous movie and music libraries, well beyond their own personal collections.

BIOGRAPHY

Lambertus (Bert) Hesselink is CTO at Western Digital Branded Products. He has been deeply involved in the development and commercialization of optical and magnetic storage, as well as optical telecommunications. He founded two successful startup companies. He received his Ph.D. from the California Institute of Technology as a Fulbright scholar. Among his many awards, he is a member of the Royal Dutch Academy of Arts and Sciences.