



STORAGE VISIONS® 2011

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TITLE

Refining Serial ATA Technology for High-Speed Consumer Applications

ABSTRACT

As consumer content becomes increasingly rich and complex, the need for a robust and reliable high speed storage interface continues to grow. The Serial ATA International Organization (SATA-IO) is addressing this need through continued enhancements to the Serial ATA (SATA) storage interface. Currently delivering data rates up to 6Gb/s, SATA is the de facto standard for the PC storage market. This presentation will offer a comprehensive overview of the ways SATA technology is evolving to meet consumers' need for speed, including:

- A review of key features of the SATA Revision 3.1 specification, including updates for mobile devices and better SSD integration
- An update on development of the SATA Universal Storage Module (USM), which provides an integrated SATA interface for portable storage in applications like TVs, game consoles, set-top boxes, desktop and notebook computers and other CE devices.

With these enhancements, SATA is poised to remain a dominant storage option for the foreseeable future.

BIOGRAPHY

Conrad started his career in Silicon Valley in the early 80's at Dysan Corp. He worked as an R&D Manager at Dysan and was responsible for new product design and development of hard drive and floppy media alignment machines. Eventually, he ran Maxwell Consulting Associates, a firm that helped companies with their Technology Planning, Business Planning and Business Development, IP Licensing, Management and Technical Marketing. Currently he is the Senior Product Line Manager for the SteelVine™ Storage Processor Products of Silicon Image, Inc.

Conrad has been published in a technology textbook, magazines, technical journals and conferences, has helped write multiple industry standards, and has patents and patents pending. He was the Chairman of the Interactive Audio SIG - Three Dimensional Working Group, Member of the Board of Directors for the HomePNA and ACR SIG. He currently serves as Chairman for the SATA-IO Marketing Work Group.