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TITLE

Mass Storage Needs for Digital Information Devices

ABSTRACT

With continued trend of digital information explosion, the need for mass storage devices is ever increasing. The main storage solution for traditional personal computing is hard disk drives (HDD). Demand for notebook PC is driving the overall volume of 2.5 inch HDD with more than 20% annualized growth rate. With blurry distinction between computing devices versus digital entertainment devices, more game machines adopt HDD as a standard mass storage. In many Asian countries, Karaoke machines are popular and equipped with HDD and networking capability. With new songs available every day, they are automatically downloaded into the individual machine. A modern movie theater is served by the digital audio and image projection system that consists of a file server with networking capability. With cheap surveillance cameras and digital video recorders (DVR), ordinary people's daily activities are being recorded everywhere. This contributes to prevention of criminal activities and requires huge mass storage capacity.

Especially with expected proliferation of tablet devices and smart phones, new concepts of mass storage devices are needed. Cloud computing and storage require huge data centers with incredible numbers of high capacity HDD. On-going discussion on the ultimate business model of distributed storage versus centralized storage will continue to be seen. In this presentation, new trend in mass storage requirements and future storage business opportunity will be reviewed.

BIOGRAPHY

Dr. Ho Seong Lee is Vice President of the Storage System Division, Semiconductor Business, Samsung Electronics located in Suwon, Korea. He is in charge of the marketing group and is responsible for product planning, market intelligence, brand marketing, and application engineering of mass storage products. His responsibilities also include development and marketing of Samsung branded products and external hard disk drives.

Dr. Lee has over 20 years of experience in the mass storage industry with assignments in research and development and executive management. His technical expertise includes precision motion control, servo system design, servo pattern writing technology, and mechanical systems design. He has published more than 50 technical papers and articles in mass storage technology. Prior to joining Samsung Electronics in 2003, He worked for Maxtor Corporation, Seagate, and IBM Corporation.

Dr. Lee earned a Ph.D. degree from the University of California at Berkeley and a M.S. degree from Stanford University in Mechanical Engineering.