



# STORAGE VISIONS® 2011

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ENTERTAINMENT  
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**Kishore Rao, Product Line Manager, High Performance Solid State Drives, Intel**

## **TITLE**

**Solid-State Drives in CE**

## **ABSTRACT**

Solid-State Drive design leaders must place a heightened emphasis on cooperating with technology partners in order to bring solid-state storage to the mainstream consumer. As the industry moves from almost no software support or tools to more integrated and scalable solutions, solid-state storage will become continually more prevalent in consumer electronics. Come learn how storage continues to evolve and become more relevant.

## **BIOGRAPHY**

Kishore Rao has over 15 years of experience in the Technology and Computer Industry having worked in the area of Flash memory as applied to PC Computing, Mobile Phones and Embedded Deigns. He is currently with Intel Corporation and is the Product Line Manager for High Performance Solid State Drives. In this role he works to incorporate innovative ways of using Flash Memory in Intel Platforms to enhance PC user experience. In addition, at Intel he has held several Technical and Business positions in S/W Engr, Test/Product Engr, and Marketing including organizational ownership of the Intel's \$1.6B, Cellular Marketing Segment for NOR Flash Memory. He also has vast experience traveling worldwide, working with customers, Press/Analysts and at Industry Events.