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Matt Bryson, Analyst, Avian Securities

TITLE

Two Visions of Consumer Storage: Winners and Losers in the Equity Markets

ABSTRACT

Up until recently, one of the fastest growth areas for the hard drive vendors has been USB attached drives as local storage requirements proliferated in order to support the growth of content accessed via the PC. However, Apple's new Apple TV produce only further emphasizes an alternative vision where personal content lives on the cloud. This presentation attempts to examine the likely success of Apple's (and others) cloud based strategies, and projects some winners and losers in the equity markets based on where and how content is stored and accessed.

BIOGRAPHY

Matthew Bryson Senior Research Analyst – Storage Matt joined Avian in January 2001. Matt was influential in developing Avian's bottom up analysis of distribution channel trends that underlies the company's work in the PC component space. In his own storage coverage, he augments this work with information from the extensive network of industry contacts he has developed during his tenure at Avian. Prior to Avian, Matt held a Research Analyst position at Charles River Associates, a Boston based economic consulting firm where he first honed his skills in financial modeling and company analysis working with the metals & minerals team. Matt graduated from Williams with Bachelors Degrees in Economics and History.