



# STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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



ENTERTAINMENT  
STORAGE  
ALLIANCE™



**Robb Moore, CEO, ioSafe**

## **TITLE**

### **Protecting The Personal Cloud: Disaster Proof Hardware**

#### **ABSTRACT**

70% of the digital universe doesn't exist in data centers. Massive amounts the digital universe resides at the home and small businesses in hard drives everywhere. As data storage growth consistently outpaces online bandwidth growth, data storage made at home will continue to stay at home through the years ahead.

Protecting unstructured data (i.e. family photos, videos or home business data) can be challenging. Without the resources of a large enterprise, moving, protecting and securing terabytes of data can be impractical for the home or small office / home office (SOHO) user.

Accessing your home or SOHO NAS through the cloud is becoming more and more popular - effectively creating a Personal Cloud that gives the user more speed at home, greater control and lower costs.

Network attached storage (NAS) is a hot market segment but uploading terabytes of data to the internet to protect from natural disaster can take months involve monthly fees. If there is a disaster, downloading terabytes can take just as long.

In this presentation learn why the Disaster Proof Hardware segment (fireproof waterproof hard drives) is growing at 300% per year. Learn how tens of thousands of consumers and small business are using disaster proof hardware, like an aircraft black box but for data, in conjunction with NAS to backup and protect their Personal Cloud. Learn how to layer traditional online backup with onsite disaster proof hardware to create simple tiered storage for the home or SOHO user.

#### **BIOGRAPHY**

Robb Moore, CEO of ioSafe

Robb Moore is the Chief Executive Officer of ioSafe, Inc., and is responsible for setting the company's strategic course. Mr. Moore founded ioSafe – the market leader of the emerging disaster proof computer hardware. ioSafe is located in Auburn, CA and manufactures fireproof waterproof hard drives – like an aircraft black box but for consumer and business data protection.

ioSafe has been featured on ABC, BBC, PC World, Wall Street Journal, Engadget, CNET. ioSafe customers range from the Pentagon, Army/Navy, Fortune 500 to small businesses and home consumers. Products are sold through Costco, Wal-Mart, Amazon, BestBuy and Dell.

Mr. Moore has a degree in mechanical engineering from the University of California, Santa Barbara. He has developed hundreds of designs for hi-tech, medical, consumer, aerospace markets. In addition, he serves as CEO of Kollabra – a product development company and also serves on the Sacramento Area Regional Technology Alliance (SARTA) Board of Directors. He is also a general aviation pilot, published author and primary inventor for multiple US patents.