



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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ENTERTAINMENT
STORAGE
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TITLE

Storage on Steroids: Wireless Technology Becomes the Fastest Way to Back-up and Distribute Content

ABSTRACT

To date, the wireless industry has focused on “cutting” a single wire, one interface at a time. For example, Wi-Fi cut Ethernet, while Bluetooth cut Audio. However, there are still a number of wired interfaces that do not yet have a wireless equivalent, including SATA and FireWire which are used extensively for storage. Mobile computing devices must still bear the cost, footprint and power burden of these interfaces to physically connect to external storage devices.

Leveraging 60 GHz multi-gigabit wireless capabilities, Wireless PCI Express (wPCIe™) technology delivers the industry's first truly wireless bus that breaks this cycle of cable replacement, providing a multi-gigabit wireless solution for storage. Unlike other wireless technologies that replace cables and external ports one at a time, wPCIe eliminates all cables and ports, relocating the interfaces from the mobile device to a remote docking station. Consumers can now wirelessly connect at multi-gigabit speeds to external storage devices, external graphics processors and more. wPCIe allows consumers to share and backup content virtually instantaneously over a wireless connection. Consumers will also experience a 10-fold increase in transfer speed, decreasing wait time exponentially. By eliminating the bottlenecks associated with wired technologies, wPCIe is now the fastest way to distribute and store content. In addition, attendees will also learn strategies for leveraging wPCIe to expand the functionality of traditional storage devices with the addition of new interfaces.

BIOGRAPHY

Tal Tamir has a vision: to make wireless technology a way of building better platforms, rather than merely replacing a cable. As CEO of Wilocity, Tal is leading an all-star team to develop and bring to market the next generation of multi-gigabit wireless technology, designed to enhance users' Wi-Fi experience and to extend computing platforms' functionality beyond their physical boundaries. Tal's background includes 17 years leading strategic initiatives and directing engineering teams for major networking and wireless technology companies.

Prior to founding Wilocity in 2007, Tal served as Director of Wireless Strategic Planning at Intel, leading the wireless initiatives for Intel's groundbreaking Centrino® mobile technology platform. Tal joined Intel from Conexant, where as General Manager he directed development for voiceband and broadband modem technologies. Tal also served in various management positions in Rockwell semiconductor and Comsys.

Tal received a bachelor's degree in electrical engineering from the Israel Institute of Technology (Technion) as well as a master's degree in business administration (MBA), from Kellogg School of Management. He holds a number of patents ranging from modem technologies to methodologies for increasing the speed of wireless connections.