



Preparing for the Next Decade of Storage

Tom Coughlin, Coughlin Associates

JANUARY 4 & 5, 2011

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CENTER, LAS VEGAS***

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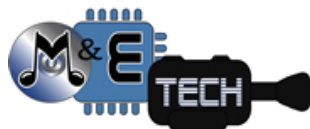
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- Jim Porter, DiskTrend
- Gianfranco Scherini, STMicroelectronics
- Robert Thibadeau, Wave Systems
- Dennis Waid, Storage Industry Analyst
- Troy Winslow, Intel

Special Thanks to:

- Ron Dennison
- Andy Marken
- Dennis Waid
- Tracy Laidlaw
- Sandee Swart
- Ellen Sesma
- Harold Adler and Harriet Ganz
- Fran and Connie Coughlin



Storage Visions Awards

To be given out during the reception Tuesday evening

- **Visionary Products Awards**
 - Mobile Consumer Electronic Storage
 - Home Consumer Electronics Storage
 - Home Entertainment and Access
 - Enabling Storage Component
 - Media and Entertainment Systems
 - Media and Entertainment Storage
- **Visionary Company Awards**
 - Consumer Electronics
 - Media and Entertainment
- **Art of Storage Award**

In addition there will be prize drawings for conference attendees at the reception and various other times

MARK YOUR CALENDAR NOW

JUNE 28, 2011

***Creative* STORAGE™**

2011 CONFERENCE

MARK YOUR CALENDAR NOW

FIRST WEEK IN JANUARY 2012



STORAGE VISIONS[®]

2012 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE[™] EVENT



**ENTERTAINMENT
STORAGE
ALLIANCE[™]**



Entertainment Storage Alliance™

- On-going activities to provide resources and a forum for the integration of storage and entertainment
- **www.entertainmentstorage.org**
- Quarterly Updates on Storage and Entertainment (newsletter)
- Discounts on partner reports related to storage, entertainment and consumer electronics
- Discounts on Storage Visions and other ESA programs.
- New announcements at SV 2011



DAY 1 (TUESDAY) PROGRAM

7:30 to 8:00 AM Continental Breakfast

**8:00 to 8:15 AM Introduction: Tom Coughlin,
Coughlin Associates**

**8:15 to 9:45 AM A1: Digital Storage Bridges the
Gap of Professional and Consumer Content
Creation and Production**

Moderator: Larry Jordan, Video Production Buzz

Speakers:

- Tom Inglefield, Oracle
- Jay Yogeshwar, HDS
- Jim Jonez, Dot Hill Systems
- Alex Grossman, Active Storage
- Tony Cahill, CET Universe

Panelists:

- Bruce Master, IBM
- Jeff Greenwald, BlueArc

9:45 to 10:00 AM Morning Break

**10:00 to 10:30 AM Keynote Speech: Robert
Tercek, Fellow of the Royal Society for the
Arts,**

**Goodbye to Gutenberg: Welcome to the Real-
Time, Two-Way Tsunami**

**10:30 to 12:00 AM B1: Finding, Protecting and
Using Content**

Moderator: Robert Thibadeau, Wave Systems

Speakers:

- Michael Willett, Samsung
- Aidan Herbert, Wave Systems
- Subodh Kulkarni, Imation
- Scott Wright, Toshiba America
- Hossein ZiaShakeri, Spectra Logic

Panelists

- Chris Bross, Drivesavers
- Sean Barry, Kroll OnTrack

**12:00 to 1:30 PM Lunch and Exhibits,
Luncheon Sponsored by Isilon**



DAY 1 (TUESDAY) PROGRAM

**1:30 to 2:00 PM Keynote Speech 2 Jeff Lowe,
COO, Building 4 Media**

**Bigger and More Expensive Does Not Mean
Better When It Comes to Video Storage
Systems**

**2:00 to 2:45 PM C1: Analyst Perspectives:
Tomorrow's Entertainment Storage—
Opportunities and Challenges**

Moderator: Dennis Waid, Peripheral Research

Panelists:

- Matt Bryson, Avian Securities
- John Rydning, IDC
- Jeff Janukowicz, IDC
- Jim Handy, Objective Analysis
- Sergis Mushell, Gartner

2:45 to 3:00 PM Afternoon Break and Networking

**3:00 to 4:30 PM D1: Drivers and Enablers of
Mobile Device Storage sponsored by Intel**

Moderator: Melissa Perenson, PC World

**6:00 to 8:00 PM Reception
Sponsored by Oracle
Drinks sponsored by nVelo**

3:00 to 4:30 PM D1: (Continued)

Speakers:

- Troy Winslow, Intel (session keynote)
- Luke Choi, Hitachi LG Data Storage, Inc.
- Kevin Silver, NVELO
- Conrad Maxwell, SATA-IO and Silicon Image
- Doreet Oren, SanDisk

Panelists:

- Doug Dumitru, EasyCo
- Eden Kim, Calypso

**4:30 to 6:00 PM E1: Tomorrow's Storage for Home,
Office and Entertainment**

Moderator: Andy Higginbotham, Price G2

Speakers:

- Roger Hoyt, Hoyt Associates
- Jim Cooke, Micron Technology
- Joel Hagberg, Toshiba
- Harry Mason, LSI
- David Flynn, Fusion-io

Panelists:

- David Burks, Seagate Technology
- Mike Fitzpatrick, Toshiba America Info. Sys.



DAY 2 (WEDNESDAY)

**7:30 to 8:00 AM Continental Breakfast,
Sponsored by Cadence**

**8:00 to 9:30 AM A2: A Field of Dreams: More
Stuff in CE Devices**

Moderator: Guy Finley, Media & Entertainment Services
Alliance

Speakers:

- Dave Reinsel, IDC (mini-keynote)
- Ho Seong Lee, Samsung Electronics
- Tony Kim, Samsung Semiconductor
- Kishore Rao, Intel
- Robert Pierce, Cadence

Panelist:

- Robert Griswold, Western Digital

**9:30 to 10:00 AM Keynote Speech 3 - Brian
David Johnson, Futurist and Director
Future Casting, Interactions and
Experience Research, Intel**

10:00 to 10:15 AM Morning Break

**10:15 to 11:45 AM B2: Improving the Infrastructure
for High Resolution Content Applications**

Moderator: Jim Porter, DiskTrend

Speakers:

- Roy Sherrill, Datalight
- Jeff Ravencraft, Intel and USB Implementer
Forum
- Mike Mihalik, LaCie
- Tal Tamir, Wilocity
- Steve Lampen, Belden

Panelist:

- Jeff Hastings, BrightSign

**11:45 to 12:45 AM C2: Opportunities and Challenges
for Consumer and Enterprise Cloud Storage**

Moderator: Mike Alvarado, Product and Business
Development Company

Speakers:

- Ingo Fuchs, NetApp
- Tracey Doyle, Hitachi Data Systems
- Chad Thibodeau, Cleversafe
- Chris Hamlin, Blackridge Technology
- David Snead, W. David Snead P.C.

Panelists:

- Ben Woo, IDC
- Tom Mulally, Numagic Consulting

**12:45 to 2:00 PM Lunch and Exhibits
Luncheon Sponsored by Samsung**



DAY 2 (WEDNESDAY)

2:00 to 2:30 PM Keynote Speech 4 Dean Klein, Micron, Flash Memory: Storing Digital Data & Boosting Computing Performance

2:30 to 4:00 PM D2: Content Delivery Where Ever and When Ever

Moderator: Marty Shindler, The Shindler Perspective

Speakers:

- Cheng Li and Vivian Sultan, CSU-LA
- Igor Vezmar, Ascent Media Group
- Joe Zipperer, MOD Systems
- Terence Swee, muvee
- James DePuydt, Imation

Panelists:

- Anand Pai, MaxTier Systems
- Thomas Isakovich, Nimbus Data Systems

4:00 to 4:15 PM Afternoon Break

4:15 to 5:45 PM E2: Saving, Sharing and Protecting Family Content

Moderator: Liz Conner, IDC

Speakers:

- Bert Hesselink, Western Digital
- Robb Moore, ioSafe
- Mark Fuccio, Data Robotics
- Laurie Yecies, SugarSync

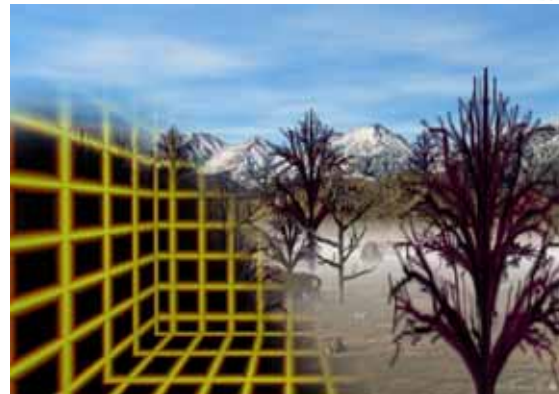
5:45 PM Conference Ends

11 Storage Trends for the Next Decade (1)

1. Larger power sources will enable new levels of performance and feature on mobile devices driving new storage requirements (e.g. new batteries and fuel cells)
2. New mobile devices will allow continuous content capture driving personal and on-line storage requirements (e.g. lifelogs)
3. Over 1 TB multimedia object files for consumer content as higher definition holographic displays come into home use



cyber.t.u-tokyo.ac.jp

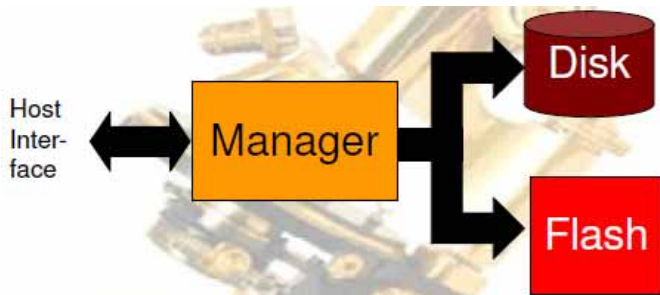


wired.com

11 Storage Trends for the Next Decade (2)



4. Storage virtualization in and around the home will make any family's content available when and where they need it no matter the actual storage location—local or in the cloud
5. Automated metadata generation and anonymous sharing of associative metadata will make it easier to organize and use personal as well as commercial content
6. Dual storage and hybrid storage systems using solid state storage and hard drives will become commonplace



Objective Analysis Hybrid Storage Report, Oct. 2010

11 Storage Trends for the Next Decade (3)

theshelvingcentre.co.uk

7. Standards will be created enabling true archival object storage with the capability of recreating content that is over 30 years old (goal is 100 year archive capability)
8. New commercial entertainment products will combine UGC with commercial story lines
9. Storage devices with over 100 TB capacity
10. Common storage needs:
 - 1 TB in your pocket
 - 1 PB in your home
 - 1 EB in data centers
 - 1 ZB in the solar system



magazinetimepass.com



11 Storage Trends for the Next Decade (4)

10. Commercial space

transportation will create new levels of on-line (cloud) storage (Rutan/Virgin, Space X)

- More content as more people work and live in space, data about our world and universe expands and more resources come from space
- New challenges with additional latency for long distance communication
- Need for internet standards for very long distance communication and data access



Space X successful commercial satellite launch and retrieval (Dec. 2010)

Conclusions



- Digital storage facilitates human activities
 - It's where the stuff is kept
- We will develop new ways to find, protect and use our growing personal and commercial content
- Fortunes are to be made with new ideas and approaches to storage and data use
 - Grab your karma and go!

Thanks

