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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Notebooks, Netbooks, Ultrabooks, and Tablet PCs – Innovative Storage Solutions for All

ABSTRACT

In this presentation IDC will look at innovative new storage device options for emerging PC form factors and the adoption opportunities for each type of storage device in the market. PC form factor limitations along with PC market dynamics will be analyzed, as well as the ability for users to increasingly access content in the cloud.

BIOGRAPHY

John Rydning is IDC's research vice president for hard disk drives. Mr. Rydning has developed a strong reputation for providing valuable insight and analysis on the hard disk drive industry for HDD industry participants, HDD customers, and investors worldwide. Additionally, Mr. Rydning provides custom research and consulting on storage technology trends, and storage market opportunities for IDC's clients.

Mr. Rydning joined IDC in 2005 after spending 18 years at Hutchinson Technology where he held positions in marketing and materials management. Altogether, Mr. Rydning has been associated with the IT industry for over 25 years.

In 2010, Mr. Rydning was selected from over 1,000 IDC analysts worldwide to receive IDC's most prestigious research award for his excellence in market research.

Mr. Rydning earned his bachelor's of science degree from the Carlson School of Management at the University of Minnesota.