



# STORAGE VISIONS® 2012 CONFERENCE

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**Larry O'Connor, CEO, Founder, Other World Computing**

## **TITLE**

**Performance, Capacity, Price - The Consumer Shouldn't Have to Choose**

## **ABSTRACT**

Consumers are no longer limited to a few choices or trade-offs of low-capacity, high-performance flash media or high-capacity, slow response hard drives. There have been a lot of change in the flash market over the last few years which has provided some challenges in insuring performance and reliability continue to match consumer expectations. The challenge for manufacturers is continued innovation to provide powerful products that exceed consumer demands.

Given the constraints on flash memory manufacturing and the consistency of performance measurement it is important that manufacturers deliver a performance solution that doesn't vary from NAND solution to another. The key for every industry participant - device/storage manufacturer, content producer, content provider is to enable consumers to differentiate between storage options and understand the trade-offs.

The challenge particularly for flash-based providers is to continue to innovate to improve performance and lower capacity/unit costs. For hard drive-based solutions we must develop new, reliable storage solutions that provides optimum balance of capacity and performance.

The challenge for all of us is to provide consumers with storage solutions that deliver longer use life, reduce the need for continual replacement and decrease supply issues such as product consistency and value.

## **BIOGRAPHY**

Larry O'Connor is Founder and CEO of Other World Computing, Inc. (OWC), a manufacturer and e-Tailer of Solid State Drives, data storage solutions, memory and accessories for Mac and PC computers. Starting as a one-man business in 1988 at 14, O'Connor has provided the strategic initiative and vision establishing OWC as a leading provider of technology products and services.

With two decades of development and market experience with flash, Larry's passionate creativity led OWC to develop the only non-Apple SSD solution that is compatible with the MacBook Air. An alumnus of Marquette University, O'Connor's strong industry commitment and focus have earned him numerous industry awards and several notable recognitions, including Dealerscope's 40 under 40'; five consecutive years on the Inc. 5,000 list and two years on Crain's Chicago Business 'Fast 50'.

In addition to guiding the technology and solutions activities for OWC, Larry also serves at the President of Newer Technology, Inc. and Price.com.