



STORAGE VISIONS® 2012 CONFERENCE

JANUARY 8 & 9, 2012

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



ENTERTAINMENT
STORAGE
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TITLE

The Wonders of WiGig: Bringing Blazing-Fast Storage with No Wires

ABSTRACT

Prosumers and professionals need to move more information than ever in an increasingly mobile environment. Through interfaces such as SATA, Firewire, and USB, storage has come a long way in the wired world towards making that process faster, cheaper, and easier. But in a world that is more portable and dynamic, users are currently burdened to carry all the baggage associated with those interfaces (e.g. power, cost, and form factor) within their mobile notebook or tablet.

A new standard is emerging that will turn this storage model inside out, distributing the storage and communication interfaces from the mobile device to a central remote docking station or media hub. Known as WiGig, this new multi-gigabit technology allows the user device to become thinner and lighter, while leveraging new spectra to deliver 10x or more transfer and backup speed by remotely accessing all popular storage interfaces. Imagine sending 4000 photos to a friend in 1 second, or downloading a Blue Ray movie in under a minute, and accessing lightning fast Internet, all with no wires whatsoever.

Through interactive form factor demos and dialog, Tal will let the audience experience the implications of the wonders of WiGig to the storage and PC industry, to knowledge workers, and to the everyday consumer looking to break the current barriers to a connected, completely wireless home entertainment experience.

BIOGRAPHY

As Wilocity's Vice President of Marketing, Mark leads the company's global marketing, product definition, strategic alliances and marketing communication for the company's introduction of groundbreaking wireless technologies to consumers and businesses. With a background in both engineering and marketing management, Mark has spent the past decade immersed in the wireless networking industry and has played leadership roles in guiding Wi-Fi development through his participation on several industry boards and standards bodies. Mark currently serves as the Marketing Chairman and Board Member for the Wireless Gigabit Alliance, which was formed to establish a unified specification for 60 GHz wireless technology. Mark is also the Chair of Wi-Fi Alliance's 60 GHz Gigabit Wireless Marketing Task Group. Prior to that, Mark was the Chairman of the Enhanced Wireless Consortium and of the Wi-Fi Alliance (TGn) Marketing Task Group.

Mark joined Wilocity from Intel, where he led the product definition and marketing activities for Intel's line of 802.11n Wi-Fi products, for the Centrino mobile technology platform. Previously, he was a Product Line Manager at Mobilian, a start-up company making Wi-Fi and Bluetooth chipsets and software; Mobilian was acquired by Intel in late 2003. Mark holds both bachelor's and master's degrees in electrical engineering from the Massachusetts Institute of Technology (MIT), as well as a master's degree in business administration (MBA) from the Harvard Business School.