



STORAGE VISIONS® 2012 CONFERENCE

JANUARY 8 & 9, 2012

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



ENTERTAINMENT
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Robert Khedouri, GM and Sr Vice President, SAS group, SanDisk Corporation

TITLE

The Role of Storage on CE Devices to Deliver High Quality Mobile Video

ABSTRACT

Consider a mobile experience with virtually no time lost to buffering or loading. Whether it's watching a high-definition movie, playing an online game or getting more work done, the richer the experience the better. Lead by SanDisk, but also driven by leaders such as Softbank, Sony and Orange, High Quality Mobile Experience™ (HQME™) is all about making the production, delivery and consumption of large-scale content available at every stage of the mobile pipeline via creative storage technology solutions.

HQME enables the mobile-content ecosystem to harness a mobile device's processing power. It alleviates the growing demand on the network. It gives content distributors a platform to deliver more-dynamic content. Join the forces that are shaping HQME solutions and are setting the fashion in which the mobile industry delivers content to handsets and tablets.

BIOGRAPHY

Robert Khedouri, General Manager and Vice President Software and Solutions Division, SanDisk Corporation
Robert Khedouri serves as General Manager and Vice President of the Software and Solutions Division at SanDisk Corporation. Robert joined SanDisk in 2008 after SanDisk acquired his former company MusicGremlin, Inc. Founded in 2003, MusicGremlin was a highly-regarded New York-based start up that developed technology for wireless music downloading and sharing, including innovative push content technology for Wi-Fi devices. Robert was founder and CEO of MusicGremlin from its start through its acquisition. Prior to MusicGremlin, Robert was a consultant with McKinsey & Company where he served a wide variety of industries on a broad set of issues, including high tech, consumer products and media. In addition to consulting, Robert led the development of a new division of the firm that focused on distributing knowledge using Internet-based technologies, including audio and video distribution. Prior to McKinsey, Robert was a practicing attorney with the law firm of Cravath, Swaine & Moore in New York where he specialized in M&A, securities and general corporate law. Robert holds a B.S.E from The Wharton School of Business at the University of Pennsylvania and a J.D. from the University of Pennsylvania Law School.