



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Jeff Lin, Performance Engineer, Intel**

## **TITLE**

**New OEM and Consumer Benchmarks to Take Mobility to a Higher Level**

## **ABSTRACT**

The world of mobility is expanding at a phenomenal rate and lies on the verge of even greater expansion as consumers seek more device capabilities, capacity and versatility. While some mobile performance benchmarks are available today, most are limited in their applicability and usefulness.

This session will examine the few mobile benchmarks now available and point out their limitations. We will then discuss what the new MobileBench Consortium is doing to create uniform industry-wide measures to simplify mobile design and make it easier for consumers to assess device features.

## **BIOGRAPHY**

Jeff Lin is a Performance Engineer at Intel Corporation and Vice Chair of the MobileBench's Technical Committee. Jeff joined Intel in 2005 and has held a variety of positions in disciplines from microprocessor hardware design to software engineering.

Prior to Intel, he worked at Hewlett-Packard and Applied Materials.

Jeff holds a Bachelor's Degree in Electrical Engineering from the University of Texas at Austin and a Master's Degree in Electrical Engineering from the University of Southern California.