

## **For Immediate Release**

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### **2009 Storage Visions Conference Now Open for Presentations, Sponsors and Exhibitors**

*-- New Theme and Initiative Announced to Explore Infrastructure for Rich Content in the Entertainment Value Chain—*

San Jose, CA—June 17, 2008—The Entertainment Storage Alliance announces the Eighth Annual Storage Visions Conference to be held at the Flamingo Hotel in Las Vegas, Nevada January 6 & 7, 2009. The Storage Visions Conference is the premier event bringing together people from throughout the digital content creation, distribution and use value chain to meet and discuss the role, use and advances in digital storage that enable the digital content revolution.

The 2008 Storage Visions Conference featured keynote talks by Clyde Smith from Turner Broadcasting Systems, Jim Elliot from Samsung Semiconductor and Josh Peterson from Hewlett-Packard. Astronaut Buzz Aldrin was in attendance most of the second day of the Conference and gave a short talk at lunch that day. Sessions included a well attended young user session, panels with VCs and investment as well as industry analysts, sessions with VARs, resellers and market analysts, sessions focusing on content storage for creation and delivery as well as sessions covering new technology in every facet of consumer storage from mobile devices to external networked storage in the home.

Over 500 excited people attended the 2008 event. According to Tom Coughlin, organizer of the Storage Visions Conferences, “The attendees of the 2008 conference gave us an unprecedented view of digital storage tools that enable the content value chain. We will build on these insights and extend them into new areas as the content value chain expands. The 2009 Storage Visions Conference will attract people eager to make and profit from the future and will be the biggest and best Storage Visions ever!”

The 2009 conference will have sessions and activities focusing on technology advances enabling more intense and richer consumer experiences and thus increase the demand for and the complexity of digital storage products. At the same time attendees will find out how to make profitable products that enhance customer’s lives and are easier to use. Speaker, sponsor and exhibit proposals on these and other topics are now being accepted at the conference web site: [www.StorageVisions.com](http://www.StorageVisions.com).

The theme for the 2009 Storage Visions Conference is:

**Tools for the Digital Content Revolution: Storage Technologies Enabling Rich Content Creation, Distribution and Use**

For information on sponsorship and exhibit opportunities at the 2009 conference fill out the appropriate forms available on the conference web site: [www.StorageVisions.com](http://www.StorageVisions.com). Interested parties can also call Storage Visions at 408-871-8808 or email us at [info@StorageVisions.com](mailto:info@StorageVisions.com). Hotel reservation information is already on the web site. Conference registration will open in July 2008.

The Storage Visions Conference is put on by the **Entertainment Storage Alliance** ([www.EntertainmentStorage.Org](http://www.EntertainmentStorage.Org)).

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