

For Immediate Release

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2005 Storage VisionsSM Conference Announces New Sponsors

--Tentative Conference Agenda Set--

San Jose, CA – July 20, 2004 – The Storage Visions conference, the only conference focusing on digital storage and the content value chain, announces additional Corporate, Organization, and Media sponsors for the 2005 Storage Visions Conference. Storage Visions 2005 will be held January 4 & 5, 2005 in Las Vegas, just before the 2005 CES.

There are two new corporate sponsors for the 2005 Storage Visions. **M-Systems** has agreed to be a Gold level sponsor and **Agere Systems** is a Silver level sponsor. Previously announced corporate sponsors are Seagate Technology and Maxtor (Platinum) and GS Magicstor (Gold). There are some additional corporate sponsorship opportunities available. Details on these opportunities can be found on the Storage Visions website: www.storagevisions.com. In addition, Enterprise Systems, Jobstor and Engage Capital have joined as media and organization sponsors for the 2005 Storage Visions Conference.

The tentative agenda for the 2005 Storage Visions Conference has been set thanks to input from our conference advisors: Stephen DiFranco (Maxtor), Peter Fasciano (Avid), Mark Gray (Kasenna), Jeff Joseph (CEA), Scott Kipp (All Digital), Ken Morse (Scientific Atlanta), Lowell Moulton (AF Associates), John Paulsen (Seagate), Jim Porter (DiskTrend), David Takata (Engage Capital), Gerry Nicklas (Nicklas Associates). Speakers are being solicited for speaking slots in the sessions in the agenda below.

Day 1: Tuesday, January 4, 2005

Lunch and Keynote Talk

1-A. Storage for Acquisition, Post-Production, Archiving and Distribution

1-B. Media Storage Markets and Applications

1-C. Financial Viewpoints on Entertainment and Consumer Storage

Reception and Conference Awards

Day 2: Wednesday, January 5, 2005

Breakfast

Morning Keynote Talk

2-A. Storage for Mobile Consumers

2-B. What do you Store in Your Living Room?

Lunch and Keynote Speaker

2-C. Integrating Storage in Consumer Electronics

2-D. Challenges for the Content Delivery and Reception Market

2-E. New Developments and Challenges in Content Storage

People wishing to receive information on the 2005 conference or companies wishing to participate as sponsors, exhibitors or speakers at the 2005 conference should fill out the appropriate forms available on the conference web site: www.storagevisions.com.

Interested parties can also call Storage Visions (Tom Coughlin) at 408-978-8184.

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