

## **For Immediate Release**

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### **Storage Visions Tapped to Sponsor CES Digital Content Storage TechZone**

#### ***Storage Integration Into Consumer Electronics a Focus at 2005 International CES***

**San Jose, CA** , October 27, 2004 – Storage Visions 2005 Conference and the Consumer Electronics Association (CEA) announced today Storage Visions’ sponsorship of the Digital Content Storage TechZone at the 2005 International CES, the world’s largest annual technology showcase held January 6 –9, 2005 at the Las Vegas Convention Center.

*We are proud to be a partner with the International CES,” said Tom Coughlin, founder of Storage Visions “Digital Storage is a key technology for the future of consumer electronics and the Digital Content TechZone will help exhibitors and attendees alike create their plans for implementation of digital consumer electronic devices in 2005 and beyond.”*

2005 International TechZones’ pull together players in each consumer electronics niche and deliver them to more than 120,000 expected attendees at the 2005 International CES. The Digital Content Storage TechZone is a part of the Innovations Plus exhibit area, located just outside the Las Vegas Convention Center in the Central Plaza. Innovations Plus features the 2005 International CES Innovations Honorees displays, and a variety of high profile solutions including Voice Over IP, Bluetooth, MP3 and Internet Audio, Multimedia cards, RFID, Ultrawide Band and USB and now Digital Content Storage.

The Digital Content Storage TechZone is part of the Storage Visions/CEA strategic partnership to promote digital storage and the entertainment content value chain. Storage Visions' sponsorship ensures that attendees will receive a comprehensive understanding of the key technologies that will drive storage integration into consumer electronics.

The Techzone is preceded by another integral element of the CES/Storage Visions partnership - the 2005 Storage Visions Conference, held January 4 and 5, 2005 immediately prior to the 2005 CES on January 6 – 9. The Storage Visions Conference is co-located with the International CES to focus CEA attendees on the intersection of data storage with content creation, content delivery, and home, auto, and mobile consumer electronics systems. Details of the comprehensive agenda featuring industry visionaries from Microsoft, Intel, HP, Turner Broadcast, IBM, Seagate, Maxtor (MXO), GS Magic, M-Systems, Atmel (ATML), Marvell, Toshiba, Silicon Image, Agere (AGRa, AGRb), and many others is available on the web site [www.storagevisions.com](http://www.storagevisions.com).

Individuals wishing to register for the 2005 Storage Visions Conference and CES and companies wishing to participate as sponsors or exhibitors in the Digital Content TechZone and Storage Visions 2005 Conference should visit the conference website: <http://www.storagevisions.com>. To book your CES Digital Content Storage Techzone booth call Marty Foltyn at 858-720-9780. For more information on the Storage Visions Conference call Tom Coughlin at 408-978-8184.

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