

## **For Immediate Release**

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### ***2006 Storage Visions™ Conference Announces Initial Corporate Sponsors***

***-- Breakaway Year Ahead for Data Storage in the Entertainment Content Value Chain—***

**San Jose, CA** – May 5, 2005 – The Storage Visions conference, the only conference focusing on digital storage and the entertainment content value chain, announces the first commitments for corporate and organization sponsors for the 2006 Storage Visions Conference. Storage Visions 2006 will be held January 3 & 4, 2006 in Las Vegas, just before the 2006 CES.

There are five initial corporate sponsors for the 2006 Storage Visions. Seagate Technology is a Platinum sponsor. Agere Systems, Atmel, and Toshiba are Silver Sponsors. Silicon Image is a Bronze Sponsor. There are additional corporate sponsorship opportunities available. Details on these opportunities can be found on the Storage Visions website: [www.storagevisions.com](http://www.storagevisions.com). Westworld Publishing, publisher of Computer Technology Review; RLTS; StorageNetworking.org; Mass Storage News; Jobstor; and Interactive Television Alliance are current media and organizational sponsors of the 2006 Storage Visions Conference.

"The consumer electronics market is the fastest growing area for hard drive storage over the past two years. As the leader in this market Seagate is leveraging 25 years of industry innovation to move storage advancements beyond traditional product designs, technologies and applications," said Pat O'Malley, Senior Vice President for Consumer Electronics Business Development, Seagate Technology. "Storage Visions is the only conference that brings together consumer electronics companies, storage technology and

system suppliers, content creation companies, system integrators and VARs, and market analysts to explore and create tomorrow's visions of the role of digital storage in entertainment. Seagate is proud to be a Platinum sponsor of the 2006 Storage Visions conference and to offer its unique perspective to the event."

Data storage for the digital content value chain will be a major factor in the growth of digital storage devices. Coughlin Associates, organizer of the conference, estimates that by 2008 the industry as a whole could be shipping 544 million hard disk drives a year with 34% of that number going into consumer electronics (up from 13.6% of total drive shipments in 2004). The average storage for a wired home in 2007 will be greater than 500 GB (gigabytes) and for homes with backup and a home entertainment network or media center that number will be greater than 1 TB (terabytes). Storage for content creation, editing, archiving, and distribution is expected to jump from 1.7 EB (exabytes,  $10^{18}$  bytes) in 2004 to 15.4 EB in 2008.

People wishing to receive information on the 2006 conference or companies wishing to participate as sponsors and exhibitors at the 2006 conference should 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 or Tom Coughlin, organizer, at 408-978-8184.

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