



## 2008 Storage Visions Conference Announces Storage Visions Award Winners

*Clyde Smith of Turner Broadcast delivers Keynote and Receives Storage Industry Service Award*

For Immediate Release

SAN JOSE, Calif./EWORLDWIRE/Jan. 6, 2008 --- The Seventh Annual Storage Visions Conference (partner program to the 2008 International CES) awards were presented before a record crowd at the Flamingo Hotel in Las Vegas, Nevada. The awards recognized companies advancing the state of the art in storage technologies utilized in consumer electronics, the media and entertainment industries, and visionary products for the digital content value chain.

David Takata, president and CEO of Engage Capital was the award co-sponsor with the Storage Visions Conference for the fifth year in a row. The awards included the second Storage Visions Art of Storage award, recognizing a product for its best-in-class aesthetics, ease of use and industrial design. Two companies won this prestigious award. SanDisk won a mobile Art of Storage award for their SanDisk Extreme Ducati Edition Flash Drive. Data Robotics won the home Art of Storage award for their Drobo storage robot.

Visionary Products Category:

- . Fujitsu was presented with the Mobile Consumer Electronics Storage award for its 320 GB 2.5-inch external hard disk drive.
- . Fabrik won the Consumer Home Storage award for its SimpleTech Dual Pro Drive.
- . The award for Integrated Home Entertainment went to Hewlett Packard for its HP MediaSmart Server.
- . The award for Production/Post-Production Class System went to Focus Enhancements for the ProxSys PX-1.
- . The award for Production/Post-Production Class Media was given to DataDirect Networks for its S2A9900 StorageScaler.

Visionary Company Awards:

- . SanDisk was given the Visionary Consumer Electronics Award for innovative and useful products addressing the developing needs of the consumer storage market.
- . The award for Visionary Media and Entertainment went to the Content Delivery Storage Association for its support of digital storage for the content delivery market.
- . The Service and Support Visionary Company award went to STMicroelectronics for its numerous electronic products supporting the digital storage industry.

Clyde Smith, senior vice president at Turner Broadcast, gave a keynote talk discussing the developing role and benefits of the professional Material Exchange Format (MXF) metadata standard for video production. Clyde, a long-standing advisor and supporter of the annual Storage Visions Conference was given the Storage Visions Storage Industry Service Award.

Congratulations to all the winners of the 2008 Storage Visions Awards and thanks to all the companies that submitted products as well as the award judges. The choice of winners of the various awards was difficult due to the excellent quality of the submissions.

Storage Visions 2008 - the premier event focusing on digital storage and the entertainment content value chain took place at the Flamingo Hotel, January 5 and 6, 2008. The 2009 conference is scheduled for January 6 and 7, 2009 at the Las Vegas Flamingo Hotel. Complete details on the 2008 conference are available on the conference Web site, '<http://www.storagevisions.com>' or call 408-871-8808.

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**CONTACT:**

Andy Marken

Marken Communications

PHONE. (408) 986-0100

Thomas Coughlin

Coughlin Associates

9460 Carmel Road

Atascadero, CA 93422

PHONE. 408-871-8808

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