



## January 5 - 6, 2008: Storage Visions Conference Announces Initial Sponsors

*New Theme Emphasizes the Value of Storage for Digital Life*

### Media Advisory

SAN JOSE, Calif./EWORLDWIRE/Sep. 12, 2007 --- The Storage Visions conference, the premier conference focusing on digital storage and the entertainment content value chain, announces the first commitments for corporate and organization sponsors of the 2008 Storage Visions Conference. Storage Visions 2008 will be held January 5 and 6, 2008 at the Flamingo Hotel in Las Vegas, just before the 2008 CES.

The initial corporate sponsors for the 2008 Storage Visions are:

- Platinum Sponsor Hewlett Packard
- Silver Sponsors STMicroelectronics and Toshiba America Information Systems (Toshiba is also the lanyard sponsor)
- Bronze Sponsors Omneon and Silicon Image.

Organization and media sponsors include MediaTech Association, The Entertainment Storage Alliance, StorageNetworking.org, SCSI Trade Association, Fibre Channel Industry Association, and the Flash Memory Summit.

The theme for the 2008 Storage Visions Conference is: Your Digital Life-Preserving, Protecting and Sharing your Life using Digital Storage.

"Digital Storage of all types will be needed to fuel the enormous economic drivers of the coming decade. Entertainment and personal content creation, distribution and use are using higher resolution content resulting in greater storage capacity demand. At the same time this content is being used in more places, driving the need for storage networking and bandwidth. By 2015, a typical tech-savvy home may have over 100 terabytes of first-instance commercial and personal content (not counting any copies). There may be demand for a terabyte that people carry with them and a petabyte in many homes. The requirements for digital storage to create, preserve and distribute content through traditional and non-traditional means will be many exabytes by that time," according to Tom Coughlin, founder and organizer of the Annual Storage Visions Conferences.

Coughlin goes on to say that, "The 2008 Storage Visions Conference continues the association with the Entertainment Storage Alliance ('<http://www.entertainmentstorage.org>'). The alliance is creating an ongoing presence promoting digital storage for entertainment creation, distribution and consumer electronics. The personal and commercial content markets are exploding and Storage Visions and the Entertainment Storage Alliance are where you can participate."

People wishing to receive information on the 2008 conference or companies wishing to participate as sponsors and exhibitors at the 2008 conference should fill out the appropriate forms available on the conference web site, '<http://www.storagevisions.com>'. Interested parties can also call Storage Visions at 408-871-8808.

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**KEYWORDS:** storage, visions, conference, entertainment, consumer, electronics

**SOURCE:** Storage Visions Conference