

For Immediate Release

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Storage Visions™ 2007 Sessions Feature Industry Executives and Digital Storage for Content Creation and Distribution

San Jose, CA – December 11, 2006 – The Storage Visions Conference, where visions of the use of digital storage for the content value chain become reality, announces sessions focusing on storage for content creation and distribution as well as an executive roundtable featuring prominent executives from companies that use and make digital storage. Storage Visions 2007 (a partner to the International CES) will be held January 6 & 7, 2007 at the Flamingo Hotel in Las Vegas.

On Saturday January 6, 2007, session A-1 moderated by Dave Doering from TechVoice will focus on **Storage and Content Creation, Editing and Distribution** with session sponsor Omneon speaking about the use of grid storage in the content distribution market. Other session participants include Avid Technology, Sherwood Information Partners, Seagate Technology and Modulus Video. Discussions will cover digital storage for editing and professional workflow, digital storage for new internet distribution and hard disk drive reliability in professional entertainment applications.

Session E-2 on Sunday January 7, 2007 moderated by Marty Shindler from The Shindler Perspective covers **Digital Content in the Age of Global Archives**. Exploring the requirements for and the role of digital storage for the preservation, retention and distribution of digital content as well as finished entertainment assets will be Dave Gardy of TVWorldwide.com, Gary Price of M4_Interactive, John Pickens of Cisco, Lance Ware of SynCast and Bill Wohnoutka of Level 3.

On Sunday January 7, 2007 session B-2 is an Executive Roundtable sponsored by Fujifilm. **Digital Storage for the Content Value Chain: What sort of Business is this?** is moderated by Lee Gomes of the Wall Street Journal and sponsored by Fujifilm. The session features industry leaders discussing the current status and new areas for growth in digital storage for creation, distribution and reception of entertainment and personal content. Members of this distinguished panel include Rich Gadomski of Fujifilm, Maureen Weber of HP, Jerry Pierce of Universal Studios, David Schleifer of Avid Technology, Andy Marken of Marken Communications and Bob Wilson of Modulus Video.

The 2007 Storage Visions conference is less than four weeks away. Press interested in attending should register as press on the conference web site. **Tracy Laidlaw**—tracy@bwllc.com--our press coordinator is now arranging interviews with participating companies.

The early conference registration discount is only in effect until December 29 and seating is limited (register at www.storagevisions.com). After December 29 on-line registration will close and the on-site registration fee increases by \$200. The discounted \$139 per night conference hotel room block disappears after 4 PM on December 11, 2007. Conference attendees staying at the conference hotel can get a \$50 conference registration rebate. Call the Flamingo Hotel at 800-732-2111 and reserve a room for SV07 using room code SFSVC7.

For remaining sponsorships or exhibit opportunities call Storage Visions at 408-871-8808.