



**Josh Peterson**

**Director of Marketing for Home Servers, Managed Home Business; Hewlett-Packard**

### **Title**

**The Role of Personal Storage in Today's Digital Homes**

### **Abstract**

The evolution of digital media has resulted in a major influx of user-generated digital photos, music and videos into the home. Beginning at the PC, consumers are not only creating, but also sharing their content via multiple sources, including TVs, PDAs and more. Meanwhile, consumers are also dealing with a significant rise in premium video distribution over the Internet.

The result is an abundance of personal digital assets requiring advanced management and storage. Consumers not only want easy access for sharing and distribution, they also want the assurance that their assets are protected and backed up in the case of system failures, crashes and loss of data.

Luckily, personal home storage has been evolving at an equal pace. The market now offers a variety of options – from network-attached storage to "smart" home servers – for protecting, accessing and sharing digital content with friends and family at home or on the go. These products also provide an interesting platform for premium video distribution services.

### **Biography**

Josh Peterson is Director of Marketing for Home Servers within HP's Managed Home Business, which is part of HP's Personal Systems Group. His group is responsible for delivering products such as the HP Media Vault and the HP MediaSmart Server as well as defining HP's strategy around home servers and personal storage. Josh joined the Managed Home Business team in 2004, and prior to that he was in product marketing for HP's Workstation division. Prior to working at HP, Josh spent six years at General Electric as a control systems engineer.

Josh holds his Master's of Business Administration degree from Colorado State University and received his Bachelor's of Science degree in Mechanical Engineering from the University of Colorado.