



**Bob Salem; Director of Marketing, Enterprise Business Unit, Communications and Consumer Business Group; Marvell Semiconductor, Inc.**

**TITLE: NAS For Mere Mortals**

**ABSTRACT**

Marvell's SheevaPlug, an embedded computer that plugs into the wall socket and runs network based services with PC class processing power, enables NAS-like functionality with DAS-like ease of use in consumer homes. With consumers creating and using ever increasing amounts of digital content, the need for easily configurable and readily accessible storage in the home has never been more acute. So far, consumers have largely opted for DAS devices which they find easy to use. NAS devices, which were meant to add remote, always-on data access and sharing capabilities, have not been widely adopted because of their perceived complexity. Marvell's SheevaPlug allows for the easy deployment of consumer friendly applications that can provide the always-on, remote access functionality of NAS devices with the zero-configuration, plug and play benefits of DAS devices. Furthermore, having PC-like processing power and supporting an open source development model, the SheevaPlug enables the deployment of more enriched services like media servers in the consumer home, thereby allowing for the fullest use of consumer digital content.

**BIOGRAPHY**

Mr. Bob Salem joined Marvell in 2006 as Director of Marketing for Marvell ASIC's business unit. In his role he enabled customers to integrate the different functions of their product into a single chip using Marvell's ultra-low power processor, extensive in-house IP, and customer's IP. Mr. Bob Salem held a variety of positions, including ones at Conexant, Toshiba America Electronic, and various start-up companies; notable start-ups include CMD Technology, Inc. (acquired by Silicon Image) provider of IDE, Ultra ATA, RAID, and NewPort Communications (acquired by Broadcom) was the leader in 10G serial PHY in CMOS. He holds a Bachelors of Science degree in Electrical Engineering and an MBA from University of California, Irvine.