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AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



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**TITLE: The Storage Ecosystem for Anywhere, Anytime, on Any Device
Content Enjoyment**

ABSTRACT

Consumers face digital chaos. Content on multiple computers - both Mac and PC - mobile devices, set top boxes, and physical media such as DVD and BluRay. They demand simplicity and freedom of use. Digital content that can be experienced anywhere they are, on any device at any time (AAA). Digitally distributed content currently prevents that from happening. Rental windows, copying restrictions, and incompatibilities in digital format delivery from device to device restrict AAA use of content.

A systematic approach in consumer product development is needed to satisfy this AAA need. We will show how interconnected NAS, portable drives and media servers can offer digital content whenever and where ever consumers need it while offering them continuous data protection. As a consequence friends and family can easily and securely share high definition personal content in the ecosystem without ever having to upload pictures or videos in low resolution to the cloud.

BIOGRAPHY

Lambertus (Bert) Hesselink is CTO at Western Digital Branded Products. He has been deeply involved in the development and commercialization of optical and magnetic storage, as well as optical telecommunications. He founded two successful startup companies. He received his Ph.D. from the California Institute of Technology as a Fulbright scholar. Among his many awards, he is a member of the Royal Dutch Academy of Arts and Sciences.