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TITLE: More Formats, More Channels and Bigger Pipes

ABSTRACT

More formats, more channels and bigger pipes are changing the storage hierarchy in content delivery. Flash memory is showing up in edge delivery systems and larger higher performing storage libraries are needed for video on demand, cable and satellite distribution and various methods of internet and mobile phone distribution. What is the future of physical content delivery? SanDisk's solutions and services for mobile network operators and mobile device manufacturers showcase how storage is key and central to solving business issues in terms of how content is delivered to the consumers. SanDisk's slotRadio+ card developed for Verizon by SanDisk is an example of SanDisk's innovation in procuring content, securing content and providing the storage and sharing technologies that enable new and lucrative business models for delivering digital content.

BIOGRAPHY

With a background in Engineering, Marketing and General Management, Elliot Broadwin has been building industry-leading consumer products and emerging technology businesses for over twenty years.

Broadwin began his career as a design engineer at RCA and went on to become Product Manager for the 3 million annual unit RCA Television product line. He later advanced to the position of General Manager at Thomson Consumer Electronics, where he managed a \$770M TV business unit to record profitability and #1 market share for the RCA, GE and ProScan brands.

In 1995, he came to Silicon Valley as a co-founder of OpenTV (Nasdaq:OPTV), the highly successful interactive television software company, with deployments in Europe, the U.S. and Asia. As CEO of OpenTV, S-Vision, iVAST Inc. and Collinear Corp., Broadwin has worked closely with the venture community to bring MPEG2, MPEG4, semiconductor imaging and projection display technologies to the market.

Broadwin has co-founded four other Silicon Valley ventures, including SimpleDevices, a developer of MP3 distribution systems for home and automotive applications, acquired by Universal Electronics in 2004. As a board member and strategic advisor to Clairvoyante, Inc., Broadwin developed the company's mobile handset marketing strategy, leading to the recent acquisition of the company by Samsung Electronics.

In February 2008, he joined SanDisk and now serves as VP, Strategic Marketing in the Company's Mobile Network Operators division, developing advanced service delivery solutions for Mobile Operators around the globe.

Mr. Broadwin earned his bachelor of science in electrical engineering degree from Purdue University and is the co-inventor of a system for the distribution of Internet content via digital interactive television networks.