

2007 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



12:45 PM Session C. The Role of Optical Storage in the Entertainment Industry

This discussion panel includes manufacturers of optical storage technology and systems discussing the latest technologies and implementations of optical storage for entertainment creation, preservation and distribution.

Moderator: Paddy Baker, One to One Magazine
Martin Brown, M2 Engineering
Sylvia Hitzel, Singulus Technologies
Dr. Hans Ebinger, Oerlikon Balzers Coating
Ruud Vincent, VDL-ODMS

Biographies:



Paddy Baker, a graduate in natural sciences and chemical engineering, Paddy Baker has worked in a variety of editorial roles in scientific and technical publications and journalism. He has been editor of One to One, the leading monthly international magazine for media manufacturers, since 2005. Before this, he spent a dozen years editing business-to-business magazines covering operations management for factory managers in all sectors of UK manufacturing.



Sylvia Hitzel is Vice President Marketing and Sales and Head of Business Unit Pre-recorded at SINGULUS TECHNOLOGIES. Within her position, Sylvia Hitzel is responsible for the worldwide business of all optical disc formats, as well as the successful introduction of the third generation formats.



Martin Brown graduated from Polytechnic in the field of Electronic Engineering. He joined M2 in 2004. Besides fulfilling his duties as Vice President of Sales and Marketing, Martin Brown also partly retains the position of product manager for the SQM glass mastering system.



Hans Ebinger is head of the business unit Optical Disc within the Swiss Oerlikon Group. This includes the companies sputtering as well as replication line products. He has 10 years working experience in the optical disc industry.

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Ruud Vincent graduated in 2005 and obtained a Bachelor degree in Applied Sciences at the Fontys university in Eindhoven. His career started at VDL ODMS as a sales engineer. Investigation of the optical media industry and developing a marketing strategy for VDL ODMS, was one of the main topics during this period.

In 2006 he became, in his position as sales manager, responsible for sales with East of Europe as main area. In 2007 Ruud Vincent became responsible for global sales of optical media equipment and he is involved in new business development for VDL ODMS."