



What's Fueling the Digital Video Fire Monday, October 13th - 4:00pm

Moderator:	Maciek Brzeski Toshiba America	2
Panelist:	Sean Stead Samsung America	3
	Jim Taylor Sonic Solutions	4
	Felix Nemirovsky Chuba Consulting	5-6
	Sean Wargo Consumer Electronics Assoc	7



Maciek Brzeski, Vice President, Marketing, Toshiba America Information Systems

As vice president of marketing for Toshiba America Information Systems (TAIS), Maciek Brzeski (pronounced Matt-Check Brezski) is responsible for directing Toshiba's sales, marketing, operations and development efforts in the United States relating to optical and hard disk drives.

Brzeski joined Toshiba in 1996, and has worked in the computer industry for 19 years – holding positions at AST, Raytheon and Telex.

About Toshiba America Information Systems, Inc.

Headquartered in Irvine, Calif., Toshiba America Information Systems, Inc. is comprised of multiple divisions that provide computer, communications and imaging products and services. Products include industry leading portable computers, PDAs, mobile computing accessories, servers, including communications and portable servers, storage subsystems, cable modems, digital business telephone systems, voice-mail, digital cameras, security systems, and projectors. TAIS provides sales, marketing, services and manufacturing for its wide range of information products in the United States and Latin America. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, which is a world leader in high technology and integrated manufacturing of electrical and electronic components, products and systems. Toshiba has global sales of over \$47 billion and more than 300 subsidiaries and affiliates worldwide.

Toshiba SDD, a division of Toshiba America Information Systems, Inc., leads the market in the development, design and manufacturing of DVD-ROM, slim CD-R/CD-RW/DVD-R/DVD-RW, combination CD-R/CD-RW/DVD-R/DVD-RW, 1.8-inch hard disk drives and 2.5-inch hard disk drives. Toshiba SDD markets high-quality peripherals to original equipment manufacturers, value-added resellers, value-added dealers, systems integrators and distributors in the United States. Inherent in the company's product line is the high-quality engineering and manufacturing that has established Toshiba products as worldwide leaders. For more information, visit www.sdd.toshiba.com.



Sean Stead
Senior Manager Storage
Samsung America

Sean is the senior storage technology and marketing manager responsible for planning, strategy, and marketing related to optical and hard drive storage. Over the past 15 years he has held similar storage marketing positions at Toshiba, Seagate, and Conner.



Jim Taylor

Sonic Solutions

Chief of DVD Technology and General Manager,
Advanced Technology Group

Jim Taylor is widely recognized as one of the world's leading experts on DVD. In addition to his best-selling book, *DVD Demystified*, Jim created the Internet DVD FAQ, writes frequently about DVD, serves as

President of the DVD Association, was named one of the 21 most influential DVD executives by DVD Report, and was an inaugural inductee into the 2002 Digital Media Hall of Fame. Jim has worked with interactive media for over 20 years, developing educational software, laserdiscs, CD-ROMs, Web sites, and DVDs. Jim served as DVD Evangelist for Microsoft before joining Sonic Solutions. He has taught seminars and given presentations on DVD technology at over a hundred conferences around the world.



Felix Nemirovsky,
Chuba Consulting, Inc.
CEO

Felix Nemirovsky serves as President and CEO of Chuba Consulting, a company recently formed to assist corporations with well established brands and markets in areas of New Product and New Business development and Technology and Market assessments. Having a proven track record in Optical Storage industry Chuba Consulting has recently extended its expertise in areas of Consumer Electronic devices with a focus on Personal Audio and Video devices, their storage and application; Home Entertainment devices based on uPnP and Wi-Fi technologies; next generation industrial and consumer video applications. Concurrently, Nemirovsky serves as Chairman of OSTA MultiRead Committee, where he has led the MultiPlay initiative resulting in the new MultiAudio and Music/Photo/Video specifications designed to bridge the gap between PC recording of digital content and consumer electronics playback.

Prior to Chuba Consulting, Felix served as General Manager for Oak Technology's Optical Media Software Group, where he managed the development and marketing of Oak's CD and DVD recording software solutions. For the past several years, he has been active both at Oak and in the industry, developing new trends in managing and recording digital content on CD and DVD.

Prior to Oak Technology, Felix served as president and CEO of TCD Labs, a developer of CD-recording and management software, until the company was acquired by Oak in 2000. At TCD Labs, Felix led a team that developed high-end PC software for CD and DVD hardware, including CD-Tack, DVD-Tack, and Plector Manager 2000.

Earlier, Felix served as Vice President and Chief Technology for Plextor Corporation, where he managed the techno-marketing efforts that led to the company's position as one of the leading suppliers of high-end CD-ROM and CD-RW drives.

Nemirovsky holds a B.S.E.E. from UC Berkeley.



Sean Wargo
Director of Industry Analysis
Consumer Electronics Association

Sean Wargo is currently the Director of Industry Analysis at the Consumer Electronics Association. In this role, Sean serves as manager of both the data production and analysis sides of CEA's shipment data program entitled MARA. He also acts as a resident industry expert in CE, speaking and writing about industry products and trends based on consumer research, manufacturer shipment data, and a whole lot of time spent reading about and tinkering with technology. He further uses this knowledge to assist CEA by generating shipment sales forecasts and handling media and financial analyst requests relating to industry performance. Sean has appeared in countless media outlets, including CNET, CNN, and The Wall Street Journal.

Sean has over 10 years of experience working in the technology sector with the bulk of it spent as an analyst/ researcher covering retail and distribution trends for a broad array of CE and IT products. In particular he has focused on a variety of electronic entertainment categories, including digital media, video games, PCs, and the Internet. Before joining CEA, he was employed at PC Data/NPD Intellect as Senior Analyst developing in-depth market reports and newsletters based on Internet tracking, survey, and POS retail sales data, as well as performing advanced statistical analysis. He also spent time managing research projects at a couple of smaller research firms where he utilized the full gamut of quantitative and qualitative research techniques. He graduated from the University of Vermont and is currently an MBA candidate at George Mason University.