

Vol. 14, No. 7

This month, our talk happens on September 1

September 2011

Storing Your Life “Consumer Digital Storage — Personal, Shared, Hierarchical and Virtual”

Date: **September 1, 2011**

Time: 12:00pm - 1:00pm

Speaker: Tom Coughlin, President, Coughlin Associates

Agenda: Informal networking will begin at 11:30am.

Presentation will begin at 12:00pm.

Location: Rocky Rococo's Pizza

7952 Tree Lane (Beltline Hwy. at Mineral Pt. Rd.)

Madison, WI 53717 ... telephone: 608-829-1444



Menu: Lunch meal provided: \$5 for IEEE members, \$10 for non-members, **free for students.**

RSVP: Deadline: August 29. Go to http://meetings.vtools.ieee.org/meeting_view/list_meeting/7603 to register. Please send questions or difficulties to Mark Vincent at mvincent@ecw.org.



Non-member guests are always welcome!

Abstract

This presentation discusses the drivers for consumer digital storage, the different mobile and static usage models for digital storage in consumer devices and the resulting consumer storage hierarchy. Important characteristics of consumer storage devices are shown and guidelines are given for how digital storage should be designed in consumer devices. Demand for higher resolution content and for capturing ever greater details of the life of family members will drive increases in commercial as well as personal content storage demand. Sharing of content within a home or over the Internet creates much greater demand for storage since a shared file can be multiplied many times through network sharing. Implementation of a virtualized integrated storage utility into most homes with appropriate ease of use, suitable for consumers, will benefit customers by providing greater access to data as well as enhanced content protection using local as well as remote storage.

Biography

Tom Coughlin, President, Coughlin Associates is a storage analyst and consultant. He has over 30 years in the data storage industry with multiple engineering and management positions at high profile companies. He has many publications and six patents to his credit. Tom is the author of Digital Storage in Consumer Electronics: The Essential Guide, Newnes Press, March 2008. Coughlin Associates provides market and technology analysis (including reports on several digital storage technologies and applications and a newsletter) as well as Data Storage Technical Consulting services. Tom is active with SMPTE, IDEMA, SNIA, the IEEE Magnetics Society, IEEE CE Society (Adcom member, TPC member, Associate Editor and VP Operations and Planning), and other professional organizations. Tom is the founder and organizer of the Annual Storage Visions Conference (www.storagevisions.com), a partner to the annual Consumer Electronics Show as well as the Creative Storage Conference held before the NAB show (www.creativestorage.org). Tom has also been the chairman of the annual Flash Memory Summit. He received a B.S. in Physics and an M.S.E.E. from the University of Minnesota (Minneapolis) and a PhD in Electrical Engineering from Shinshu University in Nagano, Japan.

IEEE Entrepreneurs & Consultants Network, Madison Networking Meeting

Date: **September 1, 2011**

Time: 12:00pm to 1:00pm

Purpose: Officer's Meeting.

Location: Madison Area Technical College (MATC **West Campus**)

302 S. Gammon Road (Across from West Towne Mall)

Madison, WI 53717 ... Telephone: 608-246-6100

Parking: Open parking, so come early to get a closer spot.

Process: Members are encouraged to make introductions, describe endeavors, and make request for: contacts in target companies, needs, resources. Bring your elevator speech and rolodex!

RSVP: Tim Chapman (PrettyGoodGUIs@TrueNym.NET)



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Monthly Section Meetings

The third Thursday of Jan.-May and Sep.-Dec. is reserved for a meeting to provide recent research, developments, trends and/or innovations in one of our membership's technical areas.

Section Meeting Schedule for 2011

(schedule subject to change)



(past) **January 19**, Wind Turbine Generators.

(past) **January 20**, Capitol Heat & Power Plant Rebuild Project.

(past) **February 17**, Tesla Coil Design and Construction ... live demo!!

(past) **March 17**, Privacy of Electronic Health Information.

(past) **April 12**, 21st Century Electric Machines

(past) **May 19**, SADT/IDEF0: Augmenting UML, Agile, and Usability Engineering

(past) **August 18**, New strategies for debugging electronics

September 1, Consumer Digital Storage: Personal, Shared, Hierarchical, Virtual

October 28, Distinguished Lecturer on Signal Processing: Dr. Patrick Flandrin on time-frequency energy distributions .

November 17, TQM Experiences in the High Precision Instrumentation Industry.
Tour the Bruker, AXS facility!!

December 15, Voting for 2012 Officers

January 19, TBD

February 16, Patent Law - what every inventor should know by James A. Joyce

Monthly Networking Meetings

The first Thursday of every month is reserved for a meeting to provide networking opportunities for members who are consultants or entrepreneurs. Bring your elevator speech and rolodex!

Networking Meeting Schedule for 2011

(schedule subject to change)

(past) **January 3**, Kickoff meeting for 2011.

(past) **March 3**, SBIR Process and Panel.

(past) **April 7**, Sector67 – Overview of Madison innovation environment.

August 4, Working on the Network.

October 6, Telepresence.

December 1, IEEE Tools for Self Promotion.

Section Notes

We encourage our Section members to bring guests to our monthly meetings. We also ask that Section members consider suggesting becoming a member of the IEEE to their colleagues. Our section is one of roughly a dozen who have celebrated 100 years of continued service to IEEE members. We are proud of our service to the Engineering community of Southern Wisconsin, and invite engineering professionals in our area to any and all of our events!

Our Section runs on the generosity of our Members in the donation of their time, skills and efforts. We invite anyone in our Section to consider becoming a Section Officer in 2012. Please send your thoughts and considerations about possibly serving on the Board of Directors for our section to this year's chairman: David Marca, dmarca@openprocess.com. Thank you!

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signal return currents on PCB's
and a second textbook at no extra charge

October 18-20, 2011 (Tues. - Thurs.)
Hilton Hotel, Northbrook, IL



We are offering a special
\$300 discount if you register by September 27, 2011

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www.dlsemc.com/1001

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Those interested in upgrading their IEEE membership level should send their resumes or other information showing five years of significant performance in an IEEE-designated field to Charles J Gervasi (cj@cervasi.com). Madison Section Board will attempt to find Senior IEEE members knowledgeable in the applicant's area of practice who may be able to provide references. You are invited to attend the informal networking portion of the monthly Section meetings (starting at 11:30am) to meet the Section Board members and discuss intentions.

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Our members have professional interests in computers, power engineering, signal processing, communications, industry applications and a number of other technical fields

For more information, contact Mitch Bradt at 608-263-1085 or bradt@wisc.edu.

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