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**2005 Storage Visions Conference Announces Storage Visions Award Winners;
Major Players in Entertainment and Consumer Electronics Participate**

LAS VEGAS --(Business Wire)-- Jan. 6, 2005 -- The Fourth Annual Storage Visions Conference (a partner program to the 2005 International CES) awards were presented before record attending crowds at the Las Vegas Convention Center in Las Vegas, Nevada. The awards were presented to companies advancing the state of the art in storage technologies utilized in consumer electronics, the media and entertainment industries, and to firms that have provided visionary products and services to the digital content value chain.

David Takata, president and CEO of Engage Capital, was co-sponsor with the Storage Visions Conference for the Storage Visions awards for the second year in a row. "Storage Visions has proven to be a must attend event for a growing number of companies involved in the design of digital storage products as well as their applications in the creation, editing, distribution and consumption of entertainment content," said Tom Coughlin, organizer of the conference since its inception. Awards were presented to all of the disk drive companies commemorating the shipment of the 2 billionth disk drive in 2004 as well as the awarding of the first ever Storage Industry Service Award named after and given posthumously to Gerry Nicklas, a long-standing and well respected promoter of storage and a friend of the Storage Visions Conferences.

The other award winners follow. **Samsung** was recognized for the first integration of a small form factor hard disk drive into a mobile phone by receiving the Mobile Consumer Electronics award. **SanDisk** was recognized for the introduction of the first 8 GB compact flash type 1 removable storage device and received the Mobile Storage award. The award for Integrated Home Entertainment went to **Scientific Atlanta** for the Explorer 8300 Multi-Room DVR. **DigiDesign (a division of Avid)** Icon music editing system was given the Production/Post-production Class System award. The award for Production/Post-Production Class Media was given to **Sony** for their Professional Blu-Ray disk products. **Apple** was given the Visionary Consumer Electronics Award for

their pioneering work integrating mass storage into consumer devices and creating an infrastructure to support demand for these devices. The award for Visionary Media and Entertainment went to **Microsoft** for their support of the DLNA initiative to create integrated standards-based home entertainment networking. Finally the **IBM Media and Entertainment Division** was awarded the Visionary Services and Support award for their support and service in several format conversion and digitization efforts as well as new digital storage entertainment facilities.

Although several semiconductor products did not fit into the above categories the judges felt that they deserved mention and Storage Visions intends to include an appropriate award for these products in 2006. These products were: The **Marvell** 88i6310 SoC designed for small form factor hard disk drives, the **Silicon Image** SteelVine Network Storage Architecture, and the **Atmel** ASICS for storage applications.

Storage Visions 2005

The only event focusing on digital storage and the entertainment content value chain -- is a partner of the 2005 Consumer Electronics Show (CES). The conference took place at the Las Vegas Convention Center January 4 & 5, 2005. Complete details on the 2005 conference are available on the conference website, www.storagevisions.com. For more information on the 2005 conference or on the 2006 Storage Visions conference please call 408-935-8150

Engage Capital, Inc.

Engage Capital is a diversified investment firm that specializes in unique research as a method of identifying and maximizing value for its clients. The company focuses on the impact of the rapidly changing demographics in the United States. Engage Capital is one of top investment firms in the country demonstrating knowledge of minority consumer behavior and buying preferences.

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