

STORAGE DEVELOPER CONFERENCE



BY Developers FOR Developers

Virtual Conference
September 28-29, 2021

A SNIA[®] Event

DNA Data Storage: Preserving our Digital Legacy

Host: Dave Landsman, Director Industry Standards, Western Digital

Moderator: John Hoffman, Lead Scientist, QS-2

Panelists:

Daniel Chadash, Sr. Director DNA Data Storage, Twist Bioscience

Craig Ciesla, VP Advanced Engineering, Illumina

Steffen Hellmold, VP Strategic Initiatives, Western Digital

Karin Strauss, Sr. Principal Research Manager, Microsoft

(<https://dnastoragealliance.org/>)

DNA DATA STORAGE ALLIANCE

Our mission is to create and promote an interoperable storage ecosystem based on DNA as a data storage medium

Scope:

- Educating the DNA data storage market to create awareness and adoption
- Developing use cases in various markets/industries for the use of DNA data storage
- Developing an industrial roadmap for DNA data storage
- Recommending which use cases warrant the creation of standards or specifications

DNA Data Storage Alliance Founders



Dr. Karin Strauss
Senior Principal
Research Manager



Dr. Craig Ciesla
Vice President
Advanced Engineering



Daniel Chadash
Senior Director
DNA Data Storage

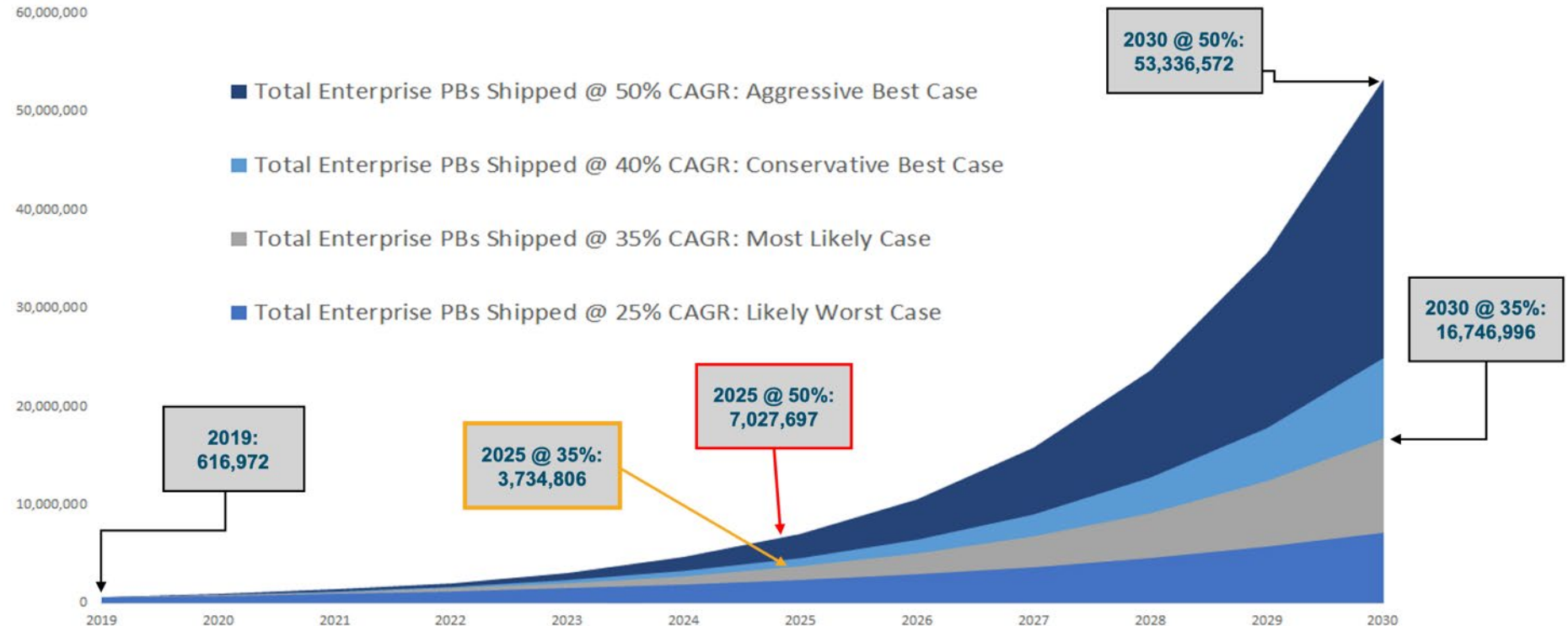


Steffen Hellmold
Vice President
Strategic Initiatives

Scaling up from Data Lakes to Data Oceans

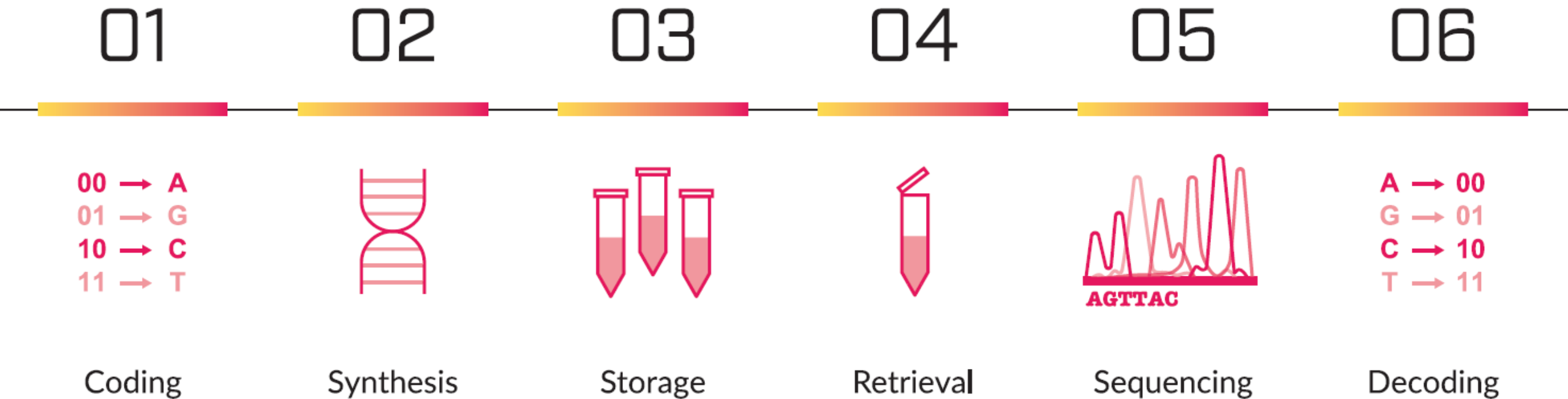
Experts Estimate Supply of Data Storage Won't Keep Up with Demand!

New breeds of storage technologies must be created in response to the emerging need for immense available capacity at minimal cost in enterprise data centers.



Society is Finding Value in Computing on “Cold Data”

DNA Data Storage Overview



Source: Preserving Our Digital Legacy: An Introduction to DNA Data Storage, June 2021.
A publication of the DNA Data Storage Alliance (<https://dnastoragealliance.org/>)