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## **STORAGE PRODUCTS ASSOCIATION (SPA) FORMS AS WORLD'S FIRST TRADE ASSOCIATION PROMOTING HARD DRIVES TO USERS**

### **HGST, Seagate, Toshiba and WD Form New Group**

**SANTA CLARA, Calif., Aug. 13, 2013** – Where is your data? Today, HGST, Seagate, Toshiba and WD announced a new organization, the Storage Products Association (SPA), as a new voice to answer just that question.

The SPA debuted this week at the Flash Memory Summit, where participants from member companies participated in a panel titled, "Solid State Hybrid Drives Help Meet Today's Storage Requirements" to discuss the role of hard disk drives and solid state hybrid drives. John Rydning, IDC research vice president for hard disk drives, moderated the panel.

Tom Coughlin, president of storage industry analyst firm Coughlin Associates, noted, "HDDs are a crucial technology for storing the ever expanding data that humans and our machines are generating. Hard disk drives combined with flash memory can provide users the speed they need while providing affordable mass storage. With continued development of advanced storage technology and storage architectures these amazing storage devices will provide a home for the world's accessible data and serve every type of content users for many years to come."

"Cloud services, internet content providers, social networks, mobile devices, big data and enterprise business transactions are driving the need for reliable, high-performance and high-capacity storage, delivering the best total cost of ownership," noted Sachin Piplani, director of product marketing, HGST. "HGST was founded by the pioneers of the hard disk drive, and we continue to innovate and deliver new HDD technology to support the world's insatiable need for more storage capacity. We estimate that more than 75 percent of exabytes in 2020 will be stored on hard drives as they provide the best cost-per-GB-performance ratio of any storage medium on the market today and tomorrow."

"Seagate is proud to join our companion companies as one of the founders of this new group to promote the industry's solutions and technologies and educate consumers," said Jeff Burke, SPA treasurer, and Seagate vice president of strategic marketing and research. "The challenge has been to store more data, better, faster and more cost effectively ever since Al Shugart--the founder of Seagate--pioneered the early creation of the hard drive industry almost 60 years ago in the 1950s. Seagate recognizes that data storage is critical to the future success of world's economy and future growth, and we want to ensure that the next 60 years are even more bright."

"Toshiba introduced hard drives using glass disks in 1991, but almost 25 years later, most people don't know that most data is stored on glass disks inside their computers or out on the cloud," noted Don Jeanette, Toshiba. "Yet, most users do know that their data is safe when stored by us. It is innovations like these, and thousands of others, that

makes the hard drives one of the world's most interesting technologies. While we don't intend to make the casual user into a hard drive engineer, we do plan to showcase some of the new innovations that will change our users' lives, starting with the radical integration of NAND and hard drives together into solid state hybrid drives."

"WD knows there is nothing more important than your data, yet many end users are unaware of the technology revolution that is happening in storage and hard drives, where that data is stored," said Ted Deffenbaugh, SPA President, and WD senior director of Program Management. "With today's announcement, we are taking the first small step—with other storage companies -- to ensure that our end customers and our current and future employees know about our great solutions and our great prospects."

"L&M Management is proud to be selected for management of this new organization," said Michael LoBue, SPA secretary and managing partner of L&M. "We look forward to continuing to help foster the growth of this organization as we add new members."

### **Hard Disk Drives Are the Backbone of the Content Creation Revolution**

The Storage Products Association (SPA) helps storage manufacturers and users understand and support current and future storage trends and advancements, including the key role of hard disk drives (HDDs) and solid state hybrid drives (SSHDS), in an effective storage mix for all consumer and business environments. SSHDS combine a small, fast and affordable amount of NAND flash memory with a traditional hard drive to accelerate performance without sacrificing capacity.

The hard drive is "the computer inside the computer," featuring sophisticated CPUs, firmware (onboard operating system), DRAM, bearings that float on fluid, and magnetic non-volatile storage. More than 500 million hard drives are produced each year, according to iSuppli, second only to cell phones for volume and economy of scale for products that feature highly integrated technical features in a complete, contained technology product.

SPA has created an infographic on the impact and breadth of the hard disk drive industry. It is available at <http://www.storage-products-association.org>.

Notes from today's panel session at Flash Memory Summit and info on the SPA can be found at <http://www.storage-products-association.org>.

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**Tweet this:** HGST, Seagate, Toshiba, WD form Storage Products Association @storageproducts for education on best storage mix <http://bit.ly/12mPI15>

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