



# Flash Storage vs. Magnetic Storage

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# Caution

You are Entering the NO HYPE Zone

# Today's price per GByte



- Capacity = 1GB

- Capacity = 300GB

# Today's price per GByte



- Capacity = 1GB
- Regular Retail Price = \$39.99

- Capacity = 300GB
- Regular Retail Price = \$139.99

# Today's price per GByte

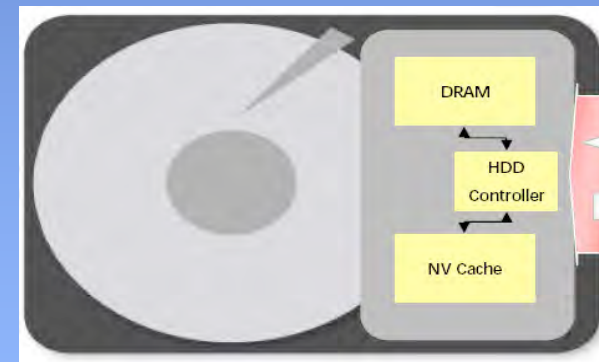


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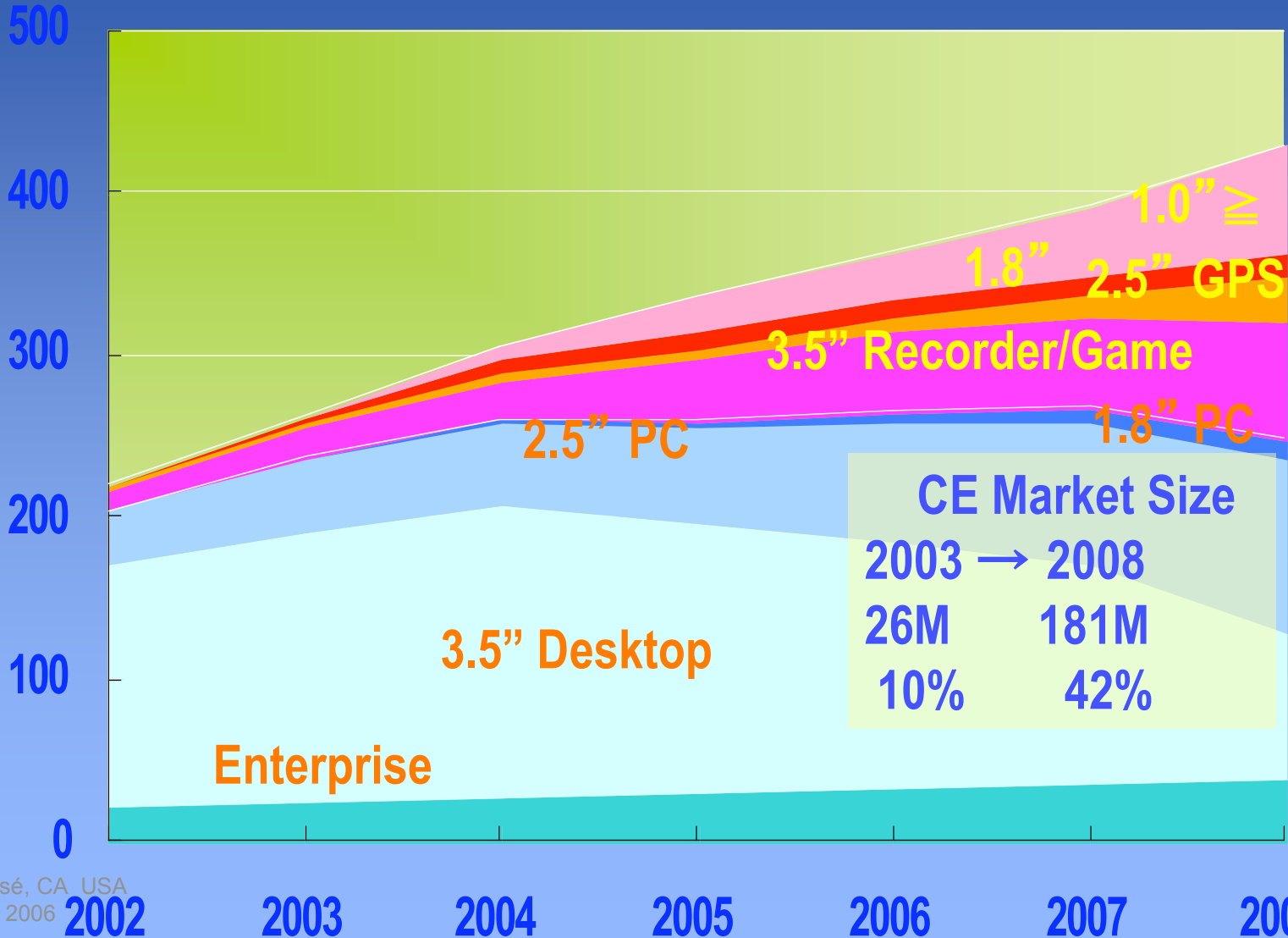
- Capacity = 300GB
- Regular Retail Price = \$139.99
- Price per GB = \$0.466

# Piton – a Hybrid Disk Drive

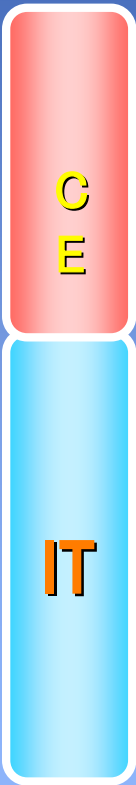
- Piton – the adding of Non Volatile memory to a hard disk drive
- Why?
  - Vista requires 15GB to load OS
  - Vista boot time has been measured in excess of 15 min.
- What size of NV memory?
  - 128 MB
  - 256 MB
  - 512 MB



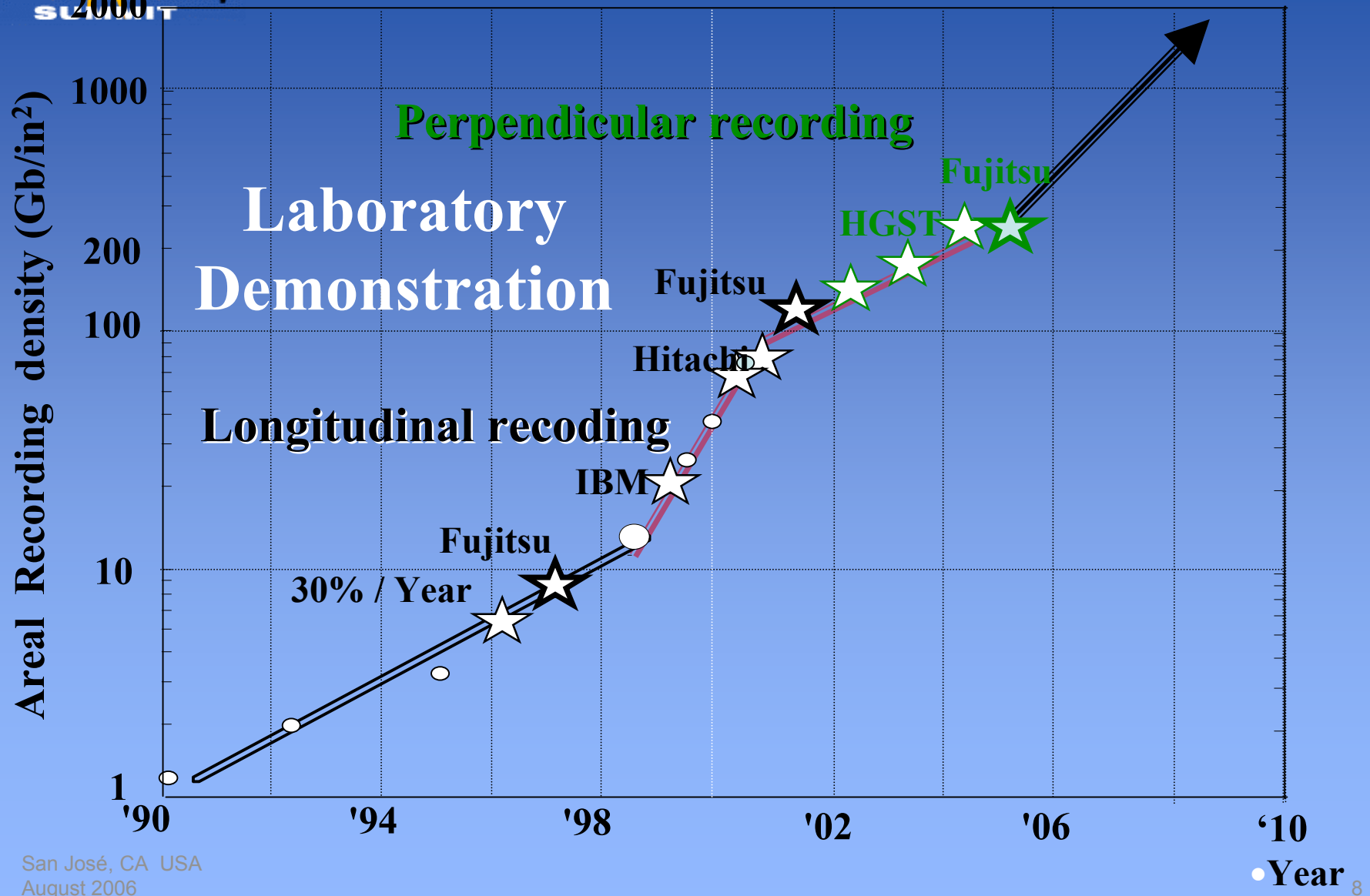
# HDD Industry Trend



CE Market Size	
2003	2008
26M	181M
10%	42%



# Recording density Trend







# In Conclusion

**Enjoy the Conference and Remember--**

**Separate the HYPE from the Fact**