

Giving Customers What They Want Bridging the Gap with the OCZ RevoDrive Tiering Solution

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OCZ Today: A Global Presence

Company headquartered in the US with Asia-based manufacturing

- 300 employees worldwide, 40 involved in product development, 170 in manufacturing
- R&D and Engineering based at corporate headquarters in San Jose, CA
- Approximately 200 employees domiciled at Taiwan facility for operational scale & efficiency
- Worldwide sales coverage with over 30 countries represented in customer base







Flash Memory Summit 2010 Santa Clara, CA





- Founded in 2002
- Leader in Solid-State Drive design and manufacturing in a wide spectrum of interfaces and form factors for both enterprise and consumer markets
- Ultra-high speed memory sub-systems, offers a comprehensive line-up of high-performance DRAM memory modules including a broad range of form factors and functions
- OCZ offers highly efficient PSUs for the ultrahigh performance segment, providing superior power management and performance in the enterprise, parent company to PC Power & Cooling
- Listed on NASDAQ





What are enterprise customers looking for in next-gen storage?

<u>Tier 0 and 1</u> <u>Demand for mission-critical storage requiring ultra-fast data access and superior TCO</u>

- Data centers
- Cloud computing
- Video on demand
- High utilization databases
- Caching

Tier 2 Demand for reliable storage requiring fast data access

- General purpose servers (fast Tier 2)
- High-performance storage networks
- Green storage
- Web servers
- Data warehousing



What are client customers looking for in next-gen storage?

High Performance Demand for speed & reliability

- Video and audio editing
- 3D rendering
- Scientific computing and research
- Highly complex financial and statistical models
- Programming, engineering and design
- Computer Gaming

Enthusiast Demand for speed per dollar

- Computer gaming
- Photo editing & 3D rendering
- CAD, Engineering, and 'Geeks'

Standard PC Demand for cost and power requirements

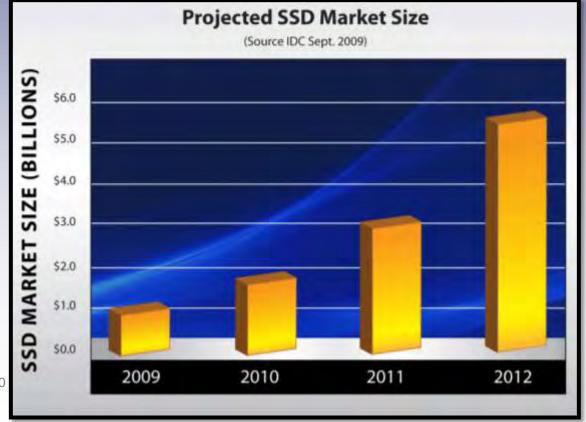
 Current usage primarily in high dollar consumer laptop brands to increase battery life and speed



SSDs - Fastest Growing Segment

IT Hardware: 82% CAGR to 2012

- Over the next 5 years 95% of all computers should be replaced, each requiring a new hard drive
- 82% CAGR: IDC estimates the SSD market will grow from \$932 million in 2009 to \$5.6 billion in 2012, due to better speed, reliability, and lower power consumption
- SSD equipped notebooks are expected to account for 14% of all laptop shipments by 2012



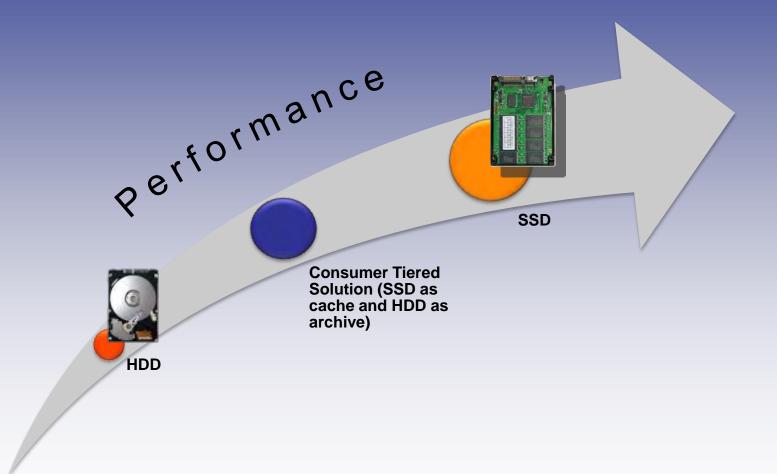


The coexistence of HDD & SSD make consumer tiering (caching) key to future

- Major market opportunity since currently at the leading-edge of a disruptive shift in storage technology from Hard Disk Drives (HDDs) to SSDs
 - ➤ IDC forecasts SSD market to rise 10x from \$1 billion in 2010 to \$11 billion in CY2015 as SSDs move from high-end to broad market appeal
- SSDs are ideal for systems requiring ultimate performance and reliability while hard drives are good for applications requiring sheer capacity and value
- The market opportunity for consumer tiered storage applications will grow considerably as HDD's continue to remain more affordable than SSDs



Consumer Tiered Solution bridges the gap





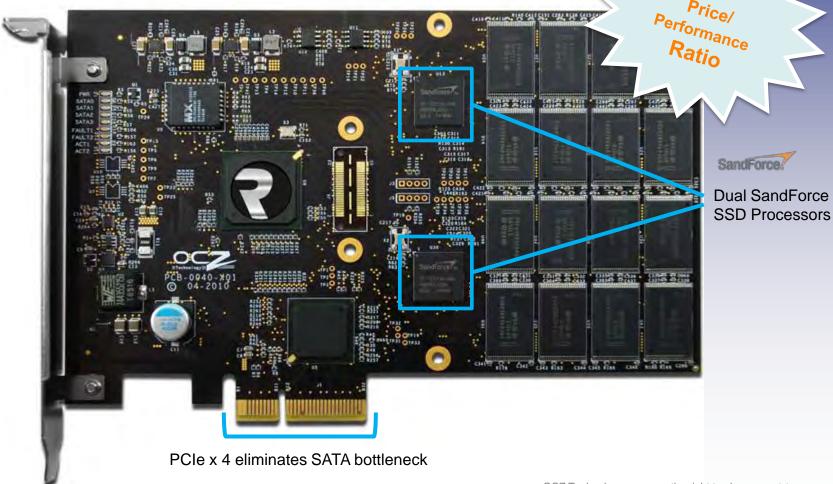
Why consumer tiered storage Makes Sense

- There has been a growing performance gap between processing and storage systems. Traditional hard drives exhibit the following:
 - > Slow boot times for OS
 - > Slower access speeds translate to sluggish computing
 - > Optimized for size not speed and reliability
- Today many power users are buying SSD drives and are manually tiering frequent access data (OS, key applications) to supplement their traditional storage, in order to achieve peak performance this requires a significant amount of user "tuning"
- A automated cache solution allows customers with existing hard drives to extend the lifespan of their previously deployed drives



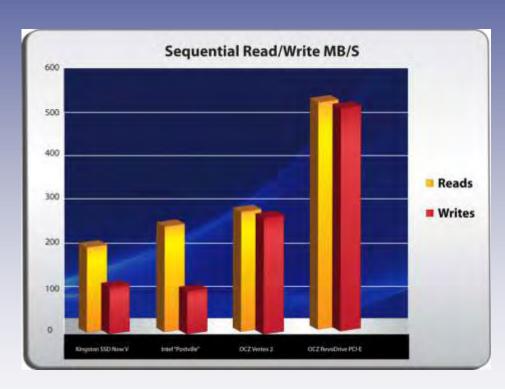
Memory What is the current RevoDrive?

The RevoDrive is a complete all-in-one PCI-E solution that delivers over 75K IOPS





Why PCI-E versus SATA?







Introducing the RevoDrive-B Consumer Tiering Solution

- RevoDrive-B is a PCI-E SSD/HDD Automated Tiering Solution that functions as Tier 0 high performance storage supplementing HDD Tier 1 large capacity storage
- First model will utilize MLC flash and will be designed for consumer applications
- RevoDrive-B will utilize NVELO's Dataplex Intelligent Adaptive Storage Manager to deliver simplified tiering in addition to overall improved performance
- Fully compatible with MS windows XP, Win 7, WinServer, and Linux and does not require any modifications to existing BIOS for SATA cache hardware
- We envision the RevoDrive-B as an easy to deploy Consumer Tiering solution for users that need access to large amounts of data on a high capacity hard drive, because this solution can be added to existing hard drives it is just an incremental investment to consumers



Consumer Tiering (Caching)

Consumer Tiering

Caching for consumer applications

OCZ RevoDrive B

HDD

Automated
Tiering (caching)
for consumers

NVELO's Dataplex Intelligent Adaptive Storage

EMC

Enterprise Fully Automated Storage Tiering

Tier 0
SSD Cache

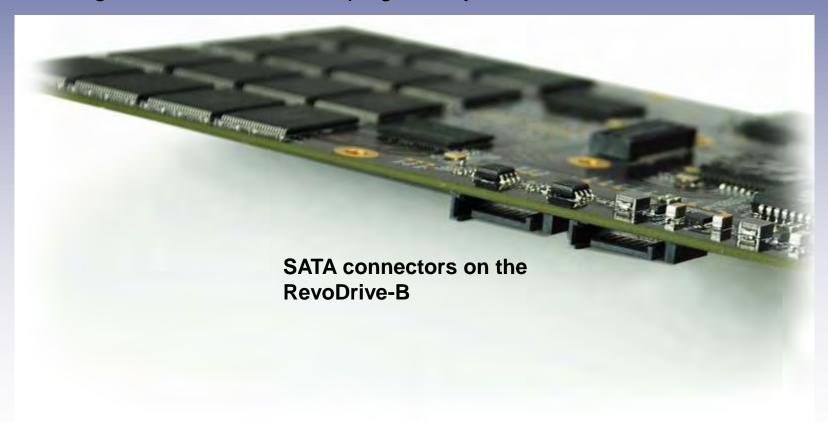
Tier 1 SSD

Tier 2 HDD FAST Software



RevoDrive-B (SSD plus HDD Cache)

- 50GB RevoDrive-B drives performs as a consumer caching solution
- Existing traditional SATA HDD plug directly into the RevoDrive-B PCI-E card





- OCZ is a seasoned, high-growth company and a leading manufacturer of high performance solid-state drives for enterprise and consumer applications
- OCZ believes that while a pure SSD will continue to represent the ultimate performance and reliability solution there are many consumers that can benefit from a more cost effective solution that "bridges the gap"
- Even with the forecasted growth the two technologies will coexist for a long time and an automated consumer tiering solution like RevoDrive-B enables customers to bridge the performance gap
- The RevoDrive-B solution removes the need to constantly have to reconfigure applications (manual tiering). The RevoDrive-B automatically caches high access data and is designed to address the complete spectrum of consumer applications



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