

HDD & SSD

Living in Harmony

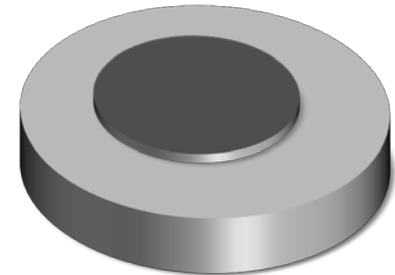
Don Jeanette

Toshiba America Electronic Components, Inc.

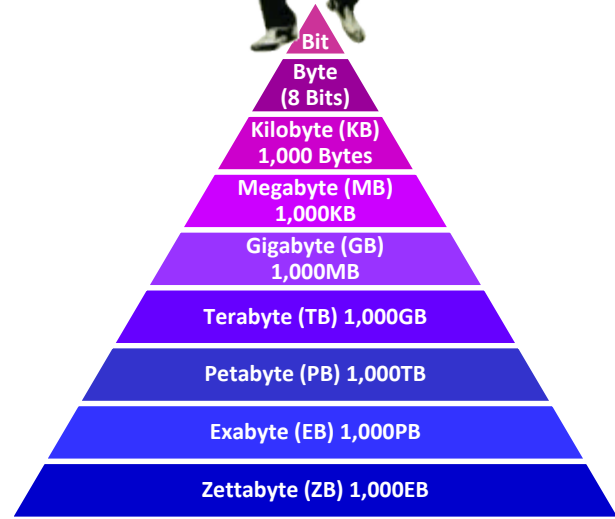
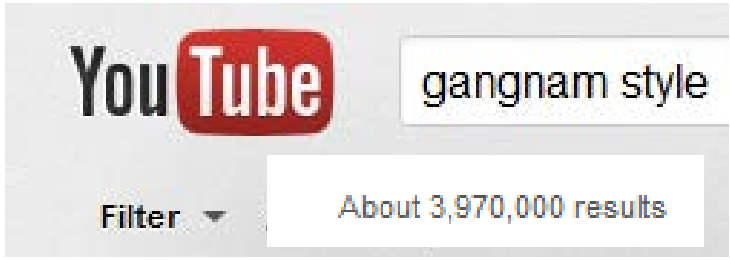
August 2013

Storage - Gangnam Style!

- 07/15/12 Gangnam Style a 4.13 minute video ≈ 52MB
 - Duplicate made by YouTube ≈ 52MB
 - EMBedded in Facebook ≈ 2MB?
 - 7/23/12 First parody video ≈ 52MB
 - Duplicate made by YouTube ≈ 52MB
 - 09/12/12 First Flashmob GS video ≈ 66MB
 - Duplicate made by YouTube ≈ 66MB
 - 7/15/13 – 3.9M G.S. videos on YouTube ≈ 262TB
 - YouTube makes a duplicate ≈ 66TB
- This is just one video....
Then..... it went to iTunes



CONSERVATIVE

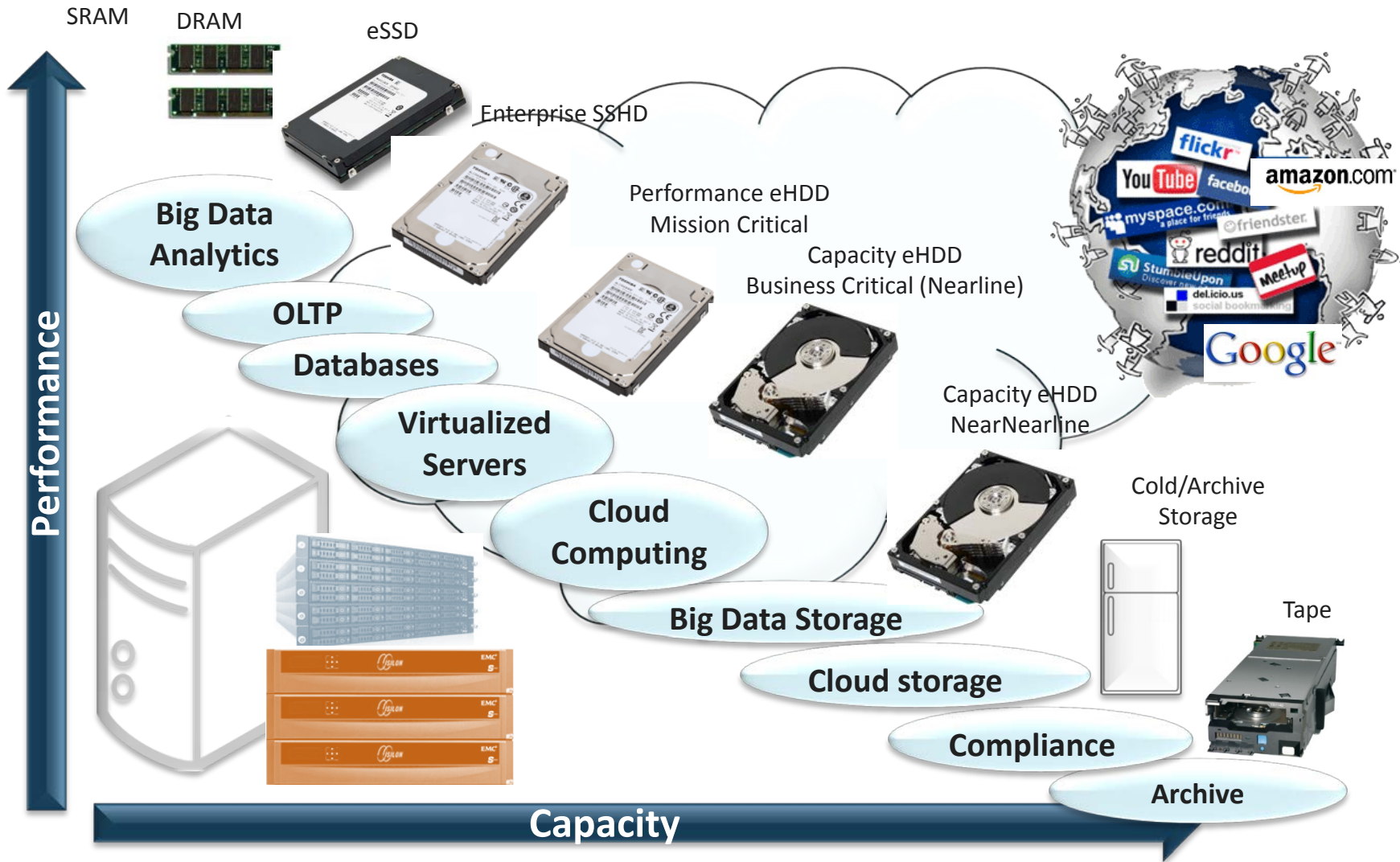


Content Source and Storage

- Mobile devices have limited local storage, and rely on the Cloud to store content
- The Cloud does the heavy lifting for data storage
- The Cloud relies on HDDs to store the vast majority of this content
- SSDs complement HDDs with faster performance & supporting SLAs



Enterprise Storage Ecosystem





STORAGE
PRODUCTS
ASSOCIATION



STORAGE
PRODUCTS
ASSOCIATION

THANK YOU