



# Heavy Storage For Thin Clients

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CENTER, LAS VEGAS*

**STORAGE VISIONS<sup>®</sup> 2012**

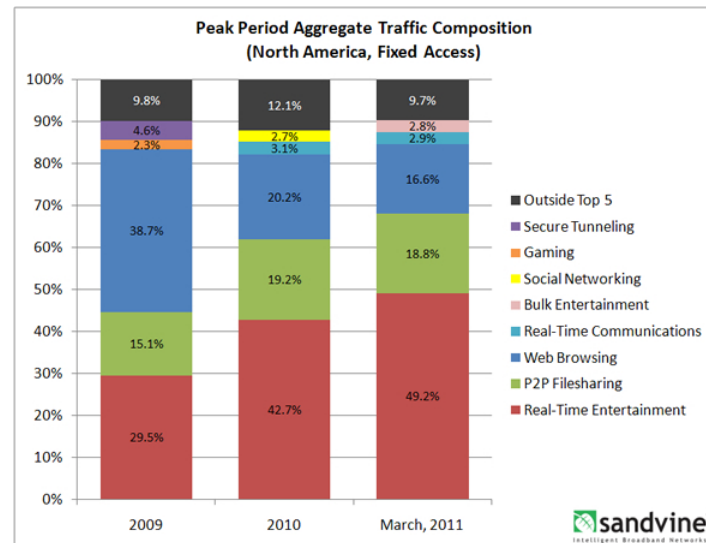
**AN ENTERTAINMENT STORAGE ALLIANCE<sup>™</sup> EVENT**



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STORAGE  
ALLIANCE<sup>™</sup>**

# 2012 Storage Trends (1)

1. 4K X 2K video moves into broadcast with 8K X 4K coming soon
  - The BBC plans to broadcast part of the 2012 Olympics in 8K X 4K
2. Video over the internet consumes over 60% of internet bandwidth in North America
  - Netflix, Amazon Prime, YouTube, etc.
  - Close to 90% of all internet traffic within a few years



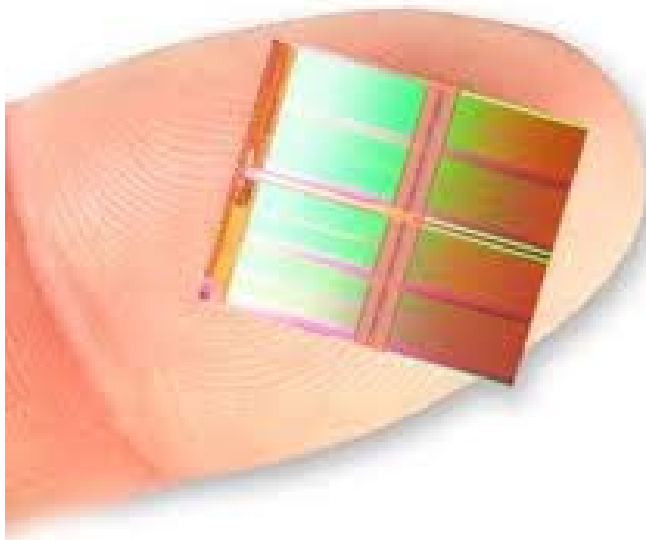
## 2012 Storage Trends (2)



3. HDD shortages due to damage from the flood in Thailand impact the production of computers, DVRs, Console Game Systems

4. Flash memory prices decline due to excess capacity and greater production capacity with 20 nm node products

- more flash memory in devices—128 GB tablets
- some HDD replacement esp. in niche markets



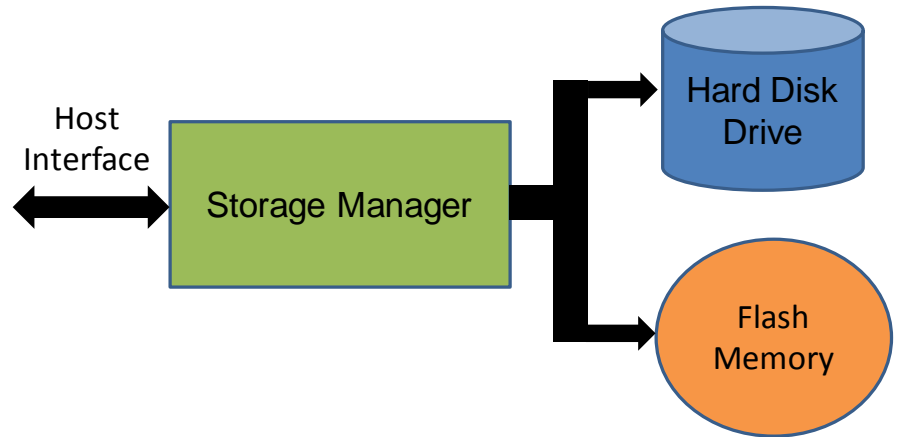
# 2012 Storage Trends (3)

5. Dual storage and hybrid storage systems using solid state storage and hard drives will be in majority of Ultrabooks computers

- becoming more widespread in computer and consumer products

6. Higher speed storage interfaces find broader use

- Thunderbolt
- SATA-IO USM
- USB 3.0



Flash Memory and HDDs: A Marriage of Convenience, 2011



# 2012 Storage Trends (4)

## 7. Growth in cloud storage use by professional video

- enables collaborative workflow
- new cost effective services through the cloud enable greater sophistication for smaller shops



Mobility PR Blog

## 8. Growth in cloud storage by consumers

- Social networking, content sharing and new services drive cloud use
- Growth in personal and home cloud devices



## 9. Cloud storage drives growth in tiered storage including flash memory, tape, HDDs



# Conclusions



- The 2012 Storage Visions theme is “Heavy Storage for Thin Clients” and we have a variety of sessions discussing digital storage’s role from the client and service side
- 2012 will lead to richer formats, fatter and hybrid storage devices and more services through the “Cloud”
- Grab your karma and go!

