



SAS Delivers Rich Multimedia Solutions

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Digital Entertainment Demands



- ◆ Exploding capacity exceeding 60EB by 2016
- ◆ Content preservation & format conversion - Film, video tape, & other
- ◆ Performance demands - Shared databases, non-linear editing, & animation
- ◆ Content archiving - Grows to 60% of capacity demand in 2016
- ◆ Storage tiered (Tape, HDD, Optical, & Flash)
 - HDD arrays become the dominant mode for fixed content storage
 - Active archiving drives HDD growth
 - Flash memory finds wider use in cameras & content distribution
- ◆ Content distribution
 - Network (NAS) – Capacity Scaling
 - Direct attached storage (DAS) - Performance

SAS & SATA Span the Storage Spectrum

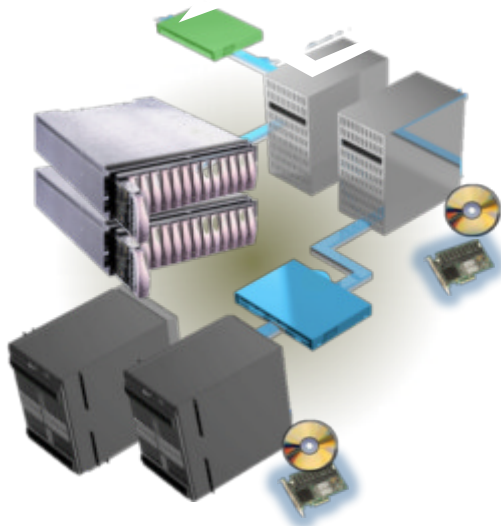


Direct Attach Storage

SAS Fabrics

External Storage

HDD/SSD



SAS/SATA Connectivity Creates Tiered Storage Solutions

- Controllers/ROCs
- Expanders
- SAS/SATA HDDs
- SAS/SATA SSDs
- Storage blades

- Expanders
- SAS switches
- Bridges
- Port multiplexers

- NAS/SAN heads
- Native SAS connect
- Controllers/ROCs
- Expanders
- SAS/SATA HDDs
- SAS/SATA SSDs
- SAS/SATA Tape

- SAS drives
- SATA drives
- Near-line SAS
- Drive carriers
- Drive controllers
- SSDs
- Tape Drives
- Optical

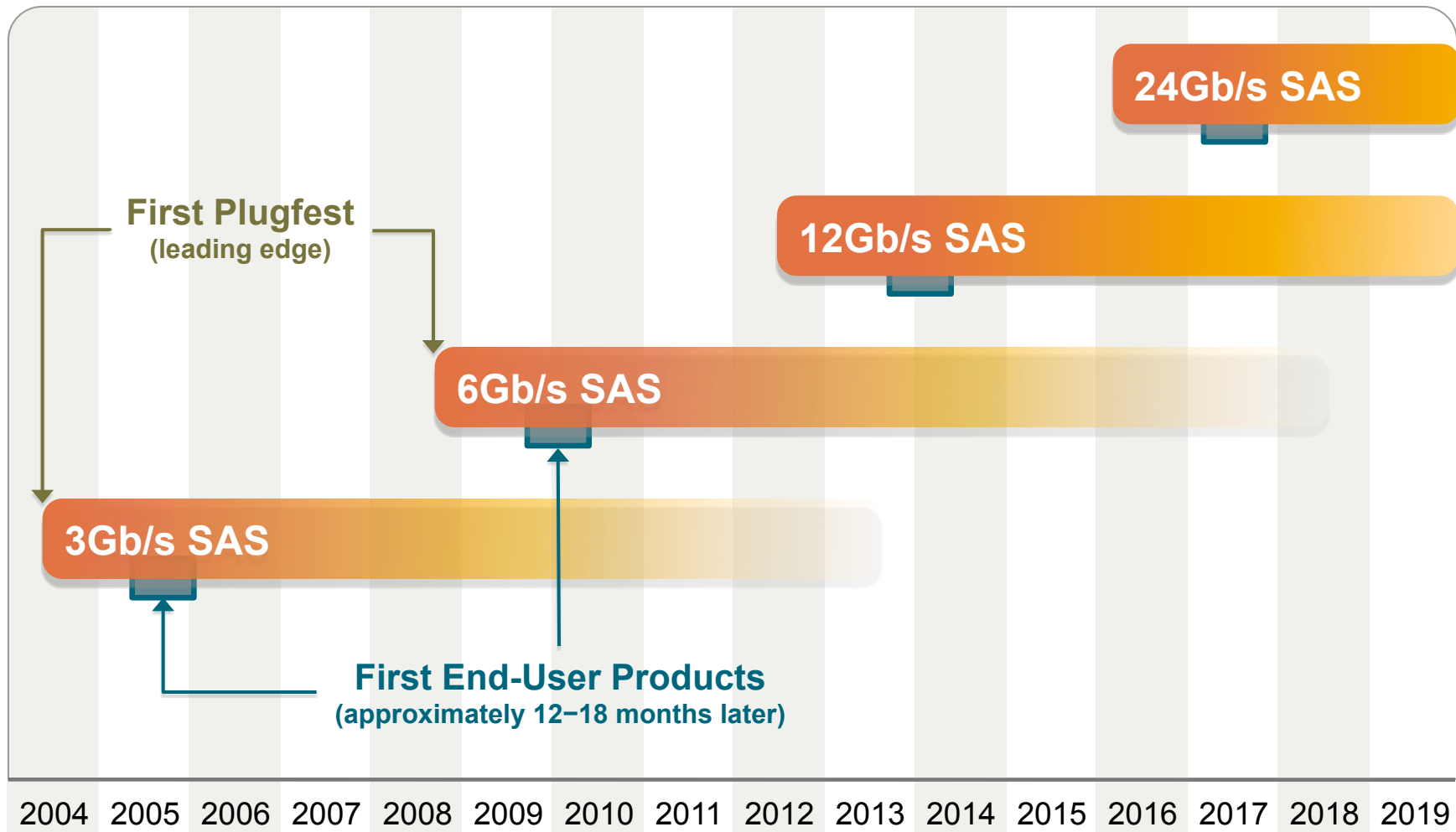
SAS: Ideal for Digital Entertainment



- ◆ Exceptional Price/Performance – Editing, Animation, File Sharing
- ◆ Investment Protection – Format preservation, “long tail”
- ◆ Assortment of Storage devices types – Legacy, Tiering, Adaptive
- ◆ Enterprise Proven – Reliability, Availability, Scalability
- ◆ Pay as you grow – Incremental scalability
- ◆ Platform for Innovation – Switching, SANs, Active Connectivity

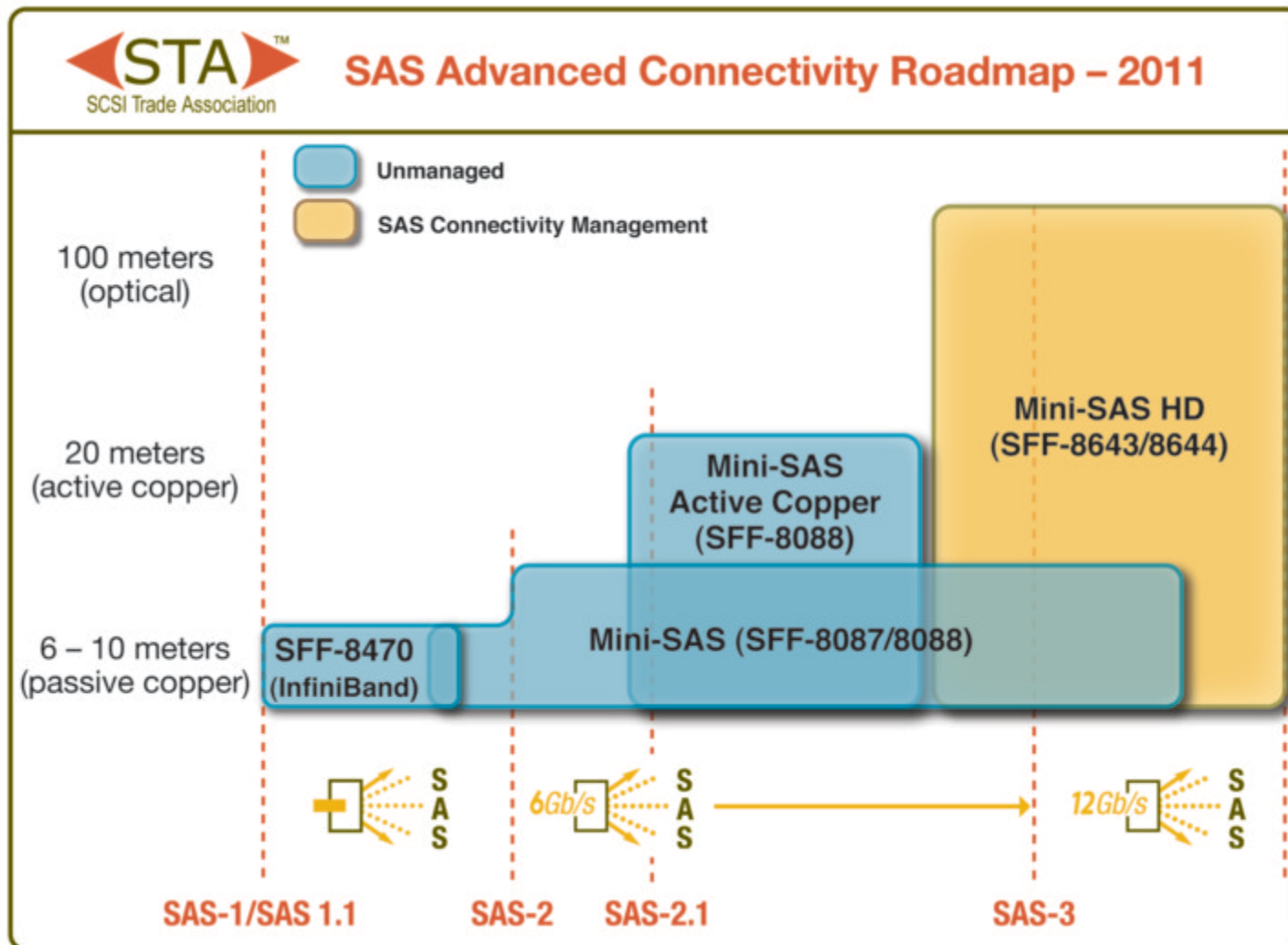


SAS Roadmap



* SAS Roadmap updated Nov 2010.

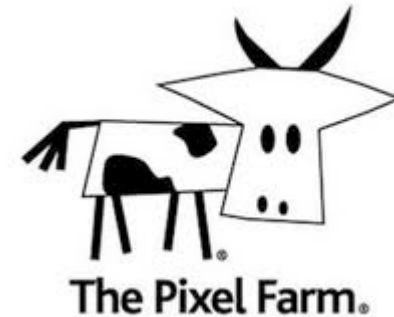
Advanced Connectivity Roadmap



SAS in Digital Entertainment – Samples



- ◆ Preservation –
Re-mastering/Restoration (Pixel Farm)
- ◆ Performance – SSD/HDD for Audio &
HD Video Acceleration (BYU)
- ◆ Enterprise – ActiveRAID™ Scalable,
Available, Reliable (Active Storage)
- ◆ File Sharing/Connectivity –
PureSAS™ SAS/SAN (ArtiSAN)
- ◆ Versatility – HDD recorder for Video
Production (SpectSoft)



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