

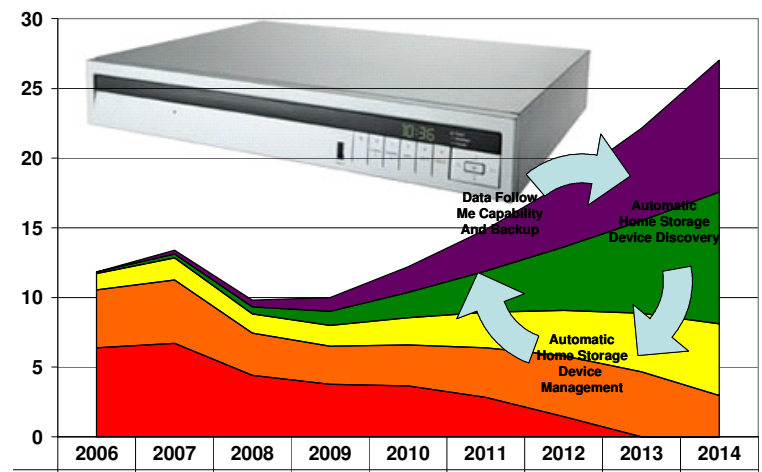


# DIGITAL STORAGE IN CONSUMER ELECTRONICS, 2009

A DETAILED REPORT BY COUGHLIN ASSOCIATES & OBJECTIVE ANALYSIS

What kind of storage do consumers want to find in their homes? Why is consumer digital content exploding at a rate of 50% per year? How do various storage technologies replace each other and why? Will HDDs give way to flash technology in consumer markets? What is the future of optical storage? The answers to these compelling questions and many more are explained in depth in a new report from Coughlin Associates and Objective Analysis.

This study exhaustively examines thirteen key mobile and static consumer applications and explores what kind of storage is used, why it is used, and what changes are likely to occur. It is based on information that Coughlin Associates and Objective Analysis have learned from surveys, historical trends, and an exhaustive series of interviews with numerous consumer electronics product manufacturers, their storage suppliers and end users. Vendor data is given on 30 leading storage providers.



Each consumer application is modeled with a unit shipment forecast which in turn drives disk drive, flash, or optical storage consumption forecasts. These forecasts are broken down into device unit shipments, gigabytes of storage per end-use, and total gigabyte consumption for each storage technology in each application. A roll-up provides a total CE market sizing for each storage technology.

This 150-page report covers all storage in consumer electronics including important market drivers and cost analysis history and projections. A full 73 figures and 39 tables cover the consumer electronics storage market in more detail than any other report today.

## WHO NEEDS THIS REPORT?

This report is aimed at anyone whose business will be impacted by SSD technology:

- HDD, Flash & ODD manufacturers
- Consumer OEMs
- Investors

# DIGITAL STORAGE IN CONSUMER ELECTRONICS

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## ORDER FORM

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