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## **For Immediate Release**

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### **Two New Reports from Coughlin Associates to be Released at the 2008 Storage Visions® Conference**

**San Jose, CA** – January 2, 2008 – Coughlin Associates will release two new reports on Digital Storage in Consumer Electronics at the 2008 Storage Visions conference ([www.storagevisions.com](http://www.storagevisions.com)), which occurs just before the 2008 Consumer Electronics Show on January 5 & 6, 2008 at the Flamingo Hotel in Las Vegas.

The two reports are titled “*Consumer Survey on Digital Storage in Consumer Electronics 2008*” and its companion report “*Digital Storage in Consumer Electronics 2008*”. These reports explore consumer requirements for digital storage in consumer products, explain how storage and storage needs will change over time, and give scenarios that storage users and providers must consider in their planning processes.

“The consumer survey showed us that hard disk and some optical storage needs are on the rise in the home,” Said Tom Coughlin, President of Coughlin Associates. He went on to add that “By 2013 total content in an average US household could total almost 9 TB and by 2015 overall consumer content could add up to about 760 Exabytes worldwide.” “650 Exabytes of consumer storage could be shipped annually by that time,” added Jim Handy, Principle of Objective Analysis. “Although most mobile applications will migrate to flash memory, most static applications favor the growth of hard disk drives.”

The *Consumer Survey on Digital Storage in Consumer Electronics 2008* is a 93 page, 120 figure document summarizing and analyzes the results from a comprehensive survey of 376 US residents.

The *Digital Storage in Consumer Electronics 2008* report is a detailed look at major consumer electronics applications for mass storage. This comprehensive 153-page document, authored by Tom Coughlin of Coughlin Associates and Jim Handy of Objective Analysis, has 76 figures and 15 tables.

These are reports that no flash memory, optical storage or hard disk drive company should be without. The reports focus on the needs of consumer electronics – the largest potential market for hard disk drives and the largest current market for optical storage and flash memory. OEMs and product designers who use flash, optical storage and hard disk drives will also benefit from the reports' insight into future storage trends, giving these OEMs and product designers an understanding of how to choose a winning storage strategy for future consumer devices.

Companies and organizations covered in this report include AMX, Apple, Apricorn, Data Robotics, Buffalo, Cisco, Fabrik, Fujitsu, Intel, HGST, HP, Hynix, Imation, InPhase, Iomega, LaCie, LG, Marvell, Micron, Micxrosoft, MoCA, Netgear, Newer Technology, Olixir, Philips, Plasmon, Samsung, SanDisk, Scientific Atlanta, Seagate, Sharp, Simple Tech, Spansion, STMicroelectronics, Texas Instruments, Toshiba and Western Digital.

Some findings from the two reports will be presented by Tom Coughlin and Jim Handy during the conference. Order these reports using the brochures on the Coughlin Associates web site: <http://www.tomcoughlin.com/techpapers.htm>. They can be ordered separately or together for a discount. Orders can also be placed by calling 408-871-8808.

### **About the Storage Visions Conference**

Storage Visions 2008 Conference early registration is closed. To register at the conference please go to the registration area in front of the Sunset Ballroom at the Flamingo Hotel in Las Vegas starting at 7:30 AM on Saturday January 5, 2008.

The Storage Visions Conference is put on by the **Entertainment Storage Alliance** ([www.entertainmentstorage.org](http://www.entertainmentstorage.org)) and is a partner event to the International CES.