



Refining Serial ATA Technology for High-Speed Consumer Applications

January 4, 2011



Agenda

About SATA-IO

SATA Technology

The Changing SATA Ecosystem

SATA Universal Storage Module



About SATA-IO

- SATA-IO non-profit industry consortium
- Drives adoption of Serial ATA (SATA™) technology
- Nearly 200 leading technology companies
- Board members:
 - Western Digital, Dell, Hewlett-Packard,
 - Hitachi GST, Intel, Marvell, Maxim, Seagate
- Conducts interoperability and certified logo testing events

Get the latest information on SATA specs, tools and upcoming events at www.sata-io.org



SATA Technology

Most widely implemented storage direct interface

Connects host systems to:

- ◆ Hard drives, solid state drives, optical drives, legacy devices

Delivers many different form factor models:

- ◆ Internal/External Drives, Motherboards, Consumer devices, and ...

Supports up to 6Gb/s (Gen 3), maintains backward compatibility

The fastest storage-optimized interface available today





Recent SATA-IO Accomplishments

A large red double-headed arrow pointing both up and down, positioned to the left of the list of accomplishments.

2009 – Introduced mSATA™ (mobile)

2010 – Certified first 6Gb/s products

2010 – Expanded # Independent Test Labs

2010 – Held first international IW testing event

2010 – Launched Chinese micro site



What's New: SATA Universal Storage Module (USM) Specification

- Introduced: Jan. 4, 2011
- USM defines slot connectors for data modules with an integrated SATA interface, and defined form factor(s) in SFF
- Modules plug in to TVs, DVRs, game consoles and computers for portable storage applications
- First powered 6Gb/s SATA connector for consumer applications
- First industry standard for external, SATA removable storage device
- Targeted for completion in 1H 2011





SATA-IO USM™ Use Case

USM is a powered, external consumer connector & form factor

A truly simple and portable SATA-based media library



- Native SATA with power
- No bridge chips required





SATA-IO USM™ Demo



SATA-IO is partnering with Seagate Technologies to host the first public demonstration of USM devices at CES Unveiled. Participating companies include:

- Antec
- GEIC
- Hi-Sense
- Ionics
- Seagate
- Thermaltake
- Toshiba

