



**Gianfranco Scherini**      Data Storage Division Business Development Mgr.  
STMicroelectronics

Convergence of applications has been the key for the last decade in the world of microelectronics. Today we can find on the market Cellular Phones that offer the functionality of a Music player, an organizer and soon to come we'll have the possibility to stream videos on a simple, relatively small Mobile device. Undeniably audio applications have been the driving force generating new revenue streams in the Consumer Market and Video is coming next to further foster a new trend of streaming applications. Hence new applications in the Consumer Electronic field created the need for more and more storage capacity on both ends: on one side users require more and more storage capacity to download digital content onto the device while, on the other side, more and more content is made available on Mainframes and archives accessible through the internet.

The greater demand of storage is well confirmed by the tremendous growth we are currently experiencing in the Hard Disk Drive Capacity delivered to market.

This market scenario has a disruptive point as storage media are becoming the most expensive component of Consumer applications.

As the volumes for these non traditional PC applications increase and newer technologies allow an even higher level of integration, HDD manufactures have the opportunity to customize their product and embed within the SOC specific functions eliminating some of the cost of the BOM. This model will support HDD manufacturers that are capable to expand into new areas of business allowing them to move up in their food chain acting more and more as ODM. If the Consumer Market trend is confirmed, the evolution of the HDD supplier will be dictated by the ability of those that will take advantage of the new dynamic of the market.

In this presentation STMicroelectronics will be focusing on the side of the consumer products. After a general introduction to the latest technologies used by the HDD industry and their trend the presentation will describe consumer applications like mobile phones and Digital Video Recorder/Personal Video Recorders and possible system integration of dedicated functions with the HDD to better serve CE applications.