



# STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



## **Gianfranco Scherini, Member, Marketing Work Group, Serial ATA International Organization**

### **TITLE**

Serial ATA: Meeting Consumer Storage Needs Today and Tomorrow

### **ABSTRACT**

Serial ATA satisfies rapidly escalating demands for increased storage capacity from today's consumers. It does so at a relatively lower cost while providing greater speed and easier configuration. Better yet, it features scalable performance to meet storage needs into the next decade as consumers move from storing photos and videos on desktop PCs to recording storage-hungry high-definition TV shows on networked media center PCs.

Within just a few short years, Serial ATA (SATA) has become the dominant storage interface for hard drives, moving first from the desktop arena and more recently into laptops and Ultra Mobile PCs. Moreover, this high-performance storage solution still has plenty of capacity to take on future challenges in the server and network storage arena. It will be a key enabler of the future digital home -- a network of consumer electronics, PCs and mobile devices that share music, photos, video and recorded TV programming throughout the house.

Serial ATA is replacing its successor, PATA (Parallel ATA), outselling PATA 2-to-1 in the desktop arena. In addition to offering greater speed and higher performance at a lower cost, SATA enables enhancements to the computing platform that result in easier integration, faster performance and more efficient design.

The switch to SATA for laptops is occurring even faster. Many new laptop models already feature SATA interfaces, which are designed specifically to suit the smaller form factor by reducing power requirements and allowing for fewer pinned SATA plugs on the drive's shorter edge. SATA Revision 2.6, the latest revision to the specification, features such enhancements as new Slimline connection designed for the optical swap bay in laptops, hot plug capability and NCQ unload for use in laptop environments where the drive may be dropped. Another new connector, the Micro SATA, is designed for even smaller form factors, such as Ultra Mobile PC applications.

In the meantime, external SATA (eSATA) is expected to score with consumers needing external storage. Far more versatile than internal drives and much easier to install, external hard drives are great for backing up data, moving large batches of files from one PC to another and expanding available storage space. They're also an ideal complement to storage-challenged notebooks, which lack the voluminous drives of most desktops.

eSATA operates up to six times faster than existing storage solutions, such as High-Speed USB or FireWire. Using an eSATA interface, end-users can back up their computing systems twice as fast. They also can connect an eSATA multi-drive bay to a server or PC and instantly increase capacity five-fold using a single cable connection. Or they can plug an eSATA drive into their DVR to add up to 60 hours of high-def TV or 300 hours of standard-def TV.

eSATA enables users to add capacity as their needs grow by simply adding more drives. Additional hard disk enclosures can be cascaded in "daisy chain" fashion to increase the size of an existing disk. Using currently available drives, customers can add up to three terabytes of storage to a single system. eSATA's three gigabit-per-second interface ensures speedy access to all drives in a cascaded array.

In the enterprise services and storage systems arena, SATA competes with the Small Computer System Interface (SCSI), a well-established solution. SATA is penetrating the multi-user storage sector in entry- and mid-tier servers and external storage systems, where it is expected to continue doing well.

A new revision to the SATA specification expected next year will double the bandwidth, from 3gb/s to 6gb/s, meaning that users will spend less time transferring data and consume less power.

Serial ATA International Organization (SATA-IO) is the industry consortium dedicated to sustaining the quality, integrity and dissemination of SATA technology. Its 200 member companies include the industry leaders in the storage market. The fast growing membership is recognition of the organization's valuable industry contributions and a reflection of the explosive growth in SATA technology adoption.

### **BIOGRAPHY**

With more than 17 years of experience in silicon manufacturing, Gianfranco has served as Marketing and Business Unit Manager for products used in a wide range of communications as well as computer applications.

Currently Business Development Manager for the Data Storage Division of STMicroelectronics, Gianfranco also is a member of the SATA-IO marketing team and represents his company in the T11 committee.

Before joining the Data Storage Division in 2002, Gianfranco managed the North American Business Development Unit of STMicroelectronics' Telecom Division, focusing on ADSL CPE applications. He also was involved with several mergers and acquisitions. Previous to that, Gianfranco spent six years working in Europe as Product Marketing for the Telecom Division and as Product Marketing for the Microprocessor Division.

Gianfranco has a degree in Solid State Physics from the Università Statale Di Milano.

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at the Flamingo Hotel in Las Vegas, Nevada, January 5<sup>th</sup> and 6<sup>th</sup> 2008!