



STORAGE VISIONS® 2010

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John Rydning, Research Director, IDC

TITLE

Satisfying the need for speed: USB 3.0 or eSATA?

ABSTRACT

Since its introduction last year, USB 3.0 has been all about speed. The data transfer rate of USB 2.0 is specified at 480 Mbps, which in real world usage translates into device transfer rates of 30MB per second or less. The new USB 3.0 specification is boasting a raw bit transfer rate of up to 4.8Gb per second. In comparison, today's eSATA interface is specified at 3Gb per second, but forthcoming speed bumps for eSATA will challenge the transfer rate associated with the USB 3.0 specification.

In this session, IDC will reveal which of these storage interface technologies will likely satisfy the need for speed in future storage products. More importantly, IDC will discuss new features and functionality either of these interfaces might enable for storage vendors.

BIOGRAPHY

John Rydning is IDC's Research Director for hard disk drives. Mr. Rydning provides insight and analysis on the hard disk drive industry for HDD industry participants, customers, and investors. Specifically, Mr. Rydning analyzes HDD consumption patterns, HDD technologies, and industry dynamics, and forecasts worldwide HDD industry shipments and revenue. Mr. Rydning also provides focused analysis on new HDD technologies and on competitive nonvolatile storage technologies, and the ensuing influence that each might have on HDD industry demand and trends.

Beyond his research responsibilities, Mr. Rydning provides custom research and consulting for IDC clients on industry trends, product requirements, and marketing strategies. He is also a frequent speaker at conferences and industry events.

Mr. Rydning has 25 years of IT industry experience, including 21 years within the hard disk drive industry. He came to IDC in 2005 after spending 18 years at Hutchinson Technology where he held several positions in marketing and materials management.

Mr. Rydning earned his bachelor's of science degree in management from the Carlson School of Management at the University of Minnesota.