



**Luke Choi, Team Leader, Business Planning Team, Hitachi LG Data Storage Inc.**

**TITLE**

**Hybrid Drive, the best hybrid storage solution.**

**ABSTRACT**

1. Hybrid Drive Concept The concept is hybrid storage solution of ODD(optical disc drive) and SSD(solid state drive) as 2-in-1 shape.

And Hybrid Drive is heading to fast performance of SSD and bigger capacity of HDD with minimum cost premium.

2. Hybrid Drive Usage Hybrid Drive offers hard disk drive (HDD) performance boosting in two ways.

One is through using the entire SSD as a cache by the HLDS filter driver. The other is by having Windows and Microsoft Office applications installed and the remaining capacity serve as a cache.

offering consumers the enjoyment and stress-free experience of PC usage with pure SSD speeds.

Hybrid Drive also enables a smaller PC foot print (7-9"tablet PCs such as the Ultra Mobile PC, for example) by removing the HDD or SSD from the motherboard and just having Hybrid Drive® with its SSD as primary storage.

3. The Advantage & Unique Features Hybrid Drive can offer users 30-60% faster booting, shutdown and application loading on the optimized hardware.

Other great features have been developed for a combination of ODD and SSD benefits.

- Defect management:

Overcome read retries and paused screen with heavily damaged disc such as scratch and fingerprints, and enables end-users to enjoy stress-free seamless movie playback

- Green playback:

Enables system to reduce overall power consumption during BD movie playback lead to a longer battery life by collaboration among playback software and CPU makers

- P2P Direct copy(ODD SSD):

To transfer the data between SSD and ODD through internal bus not SATA bus managed by virtual host inside Hybrid Drive

4. Applications of Hybrid Drive

- Laptop PC

- Mini PC, All-in-One PC, Blade Server

- Tablets

**BIOGRAPHY**

Luke Choi – Business Planning Team Leader at Hitachi-LG Data Storage, Inc. (HLDS)

Luke Choi has served marketing, sales and qualification of Optical Storage Drive for Dell as a Dell Global Account Manager in Austin Texas USA from February 2003 to December 2007 at LG Electronics, USA, then managed Taiwanese accounts such as Acer, ASUS, MSI, Compal, Quanta, etc as a senior manager of overseas sales from January 2008 to August 2009 at HLDS.

Now, Luke Choi is creating the new concept and cultivating the new market for Hybrid Drive as a Business Planning Team Leader at HLDS.

Under his leadership, HLDS has achieved to launch the world first SSD embedded ODD “Hybrid Drive” to the world in August 2010.

Luke Choi has received the Beta Gamma Sigma award in EMBA of Global Business from the Thunderbird School of Global Management from 2008 to 2009.