

New Paradigm in External Hard Disk Drive Business

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imagine innovative lifestyle

Golden Opportunity ... !?



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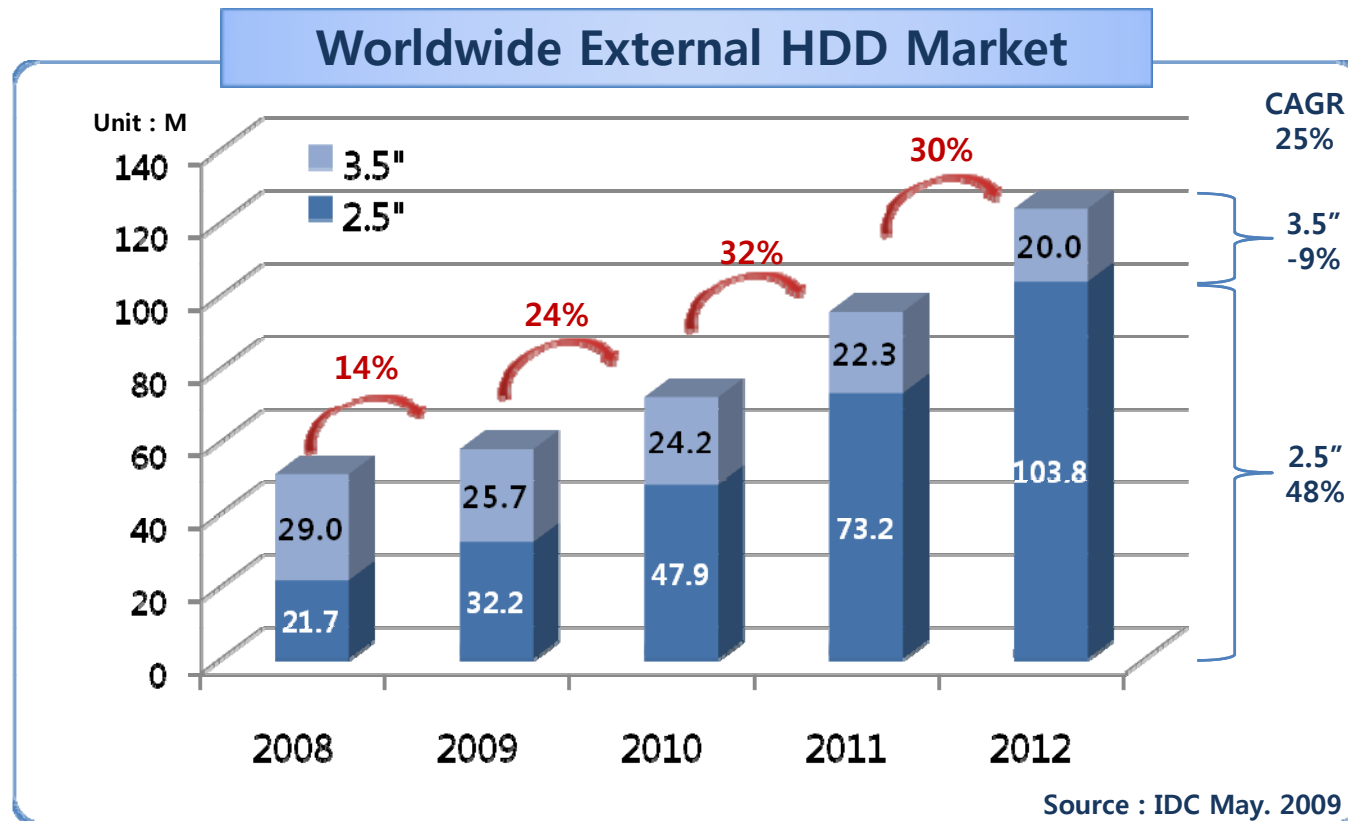
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External HDD Market Analysis



External HDD Market Forecast



- ✓ Continued growth and even accelerating!
- ✓ 2.5 inch E-HDD market will be dominant.



Digital Information Explosion



Increased Need for Personal Storage!!



DVD, RFID, Digital TV, MP3 Player, Cameras, Camera phones, VoIP, Medical Imaging, Laptops, Datacenter Applications, Games, Satellite images, GPS, ATMs, Scanners, Sensors, Digital radio, DLP theaters, Telematics, Peer-to-peer, Email, Instant Messaging, Video-conferencing, CAD/CAM, Toys, Industrial Machines, Security Systems, Appliances

Source : IDC, 2008, Digital Information – Created, Captured, Replicated Worldwide



Value of Backup?



E-HDD can protect your **Precious Data**.

Lose or loss of a Laptop
=
Value of \$50,000!²⁾

50% of PC users do not do any back-up.
Only 15% of PC users utilize E-HDD.¹⁾

1) Samsung internal estimation

2) Ponemon Institute/Intel estimation

Netbook and External HDD

My netbook is
too **small** to store my data
too **difficult to backup** my data
too **cumbersome to carry around**



E-HDD provides

- ✓ **Capacity Expansion**
- ✓ **Secure and Easy Data Backup**

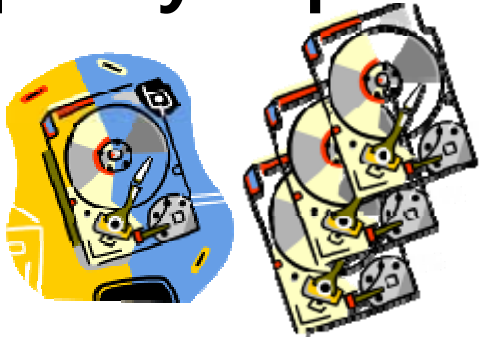
Data?

What is the solution??



External HDD Driving Force

Capacity Expansion



Networked (NAS)



Portability



Backup



Key Success Factors



Key Success Factors (1/4)

I . Stylish Design



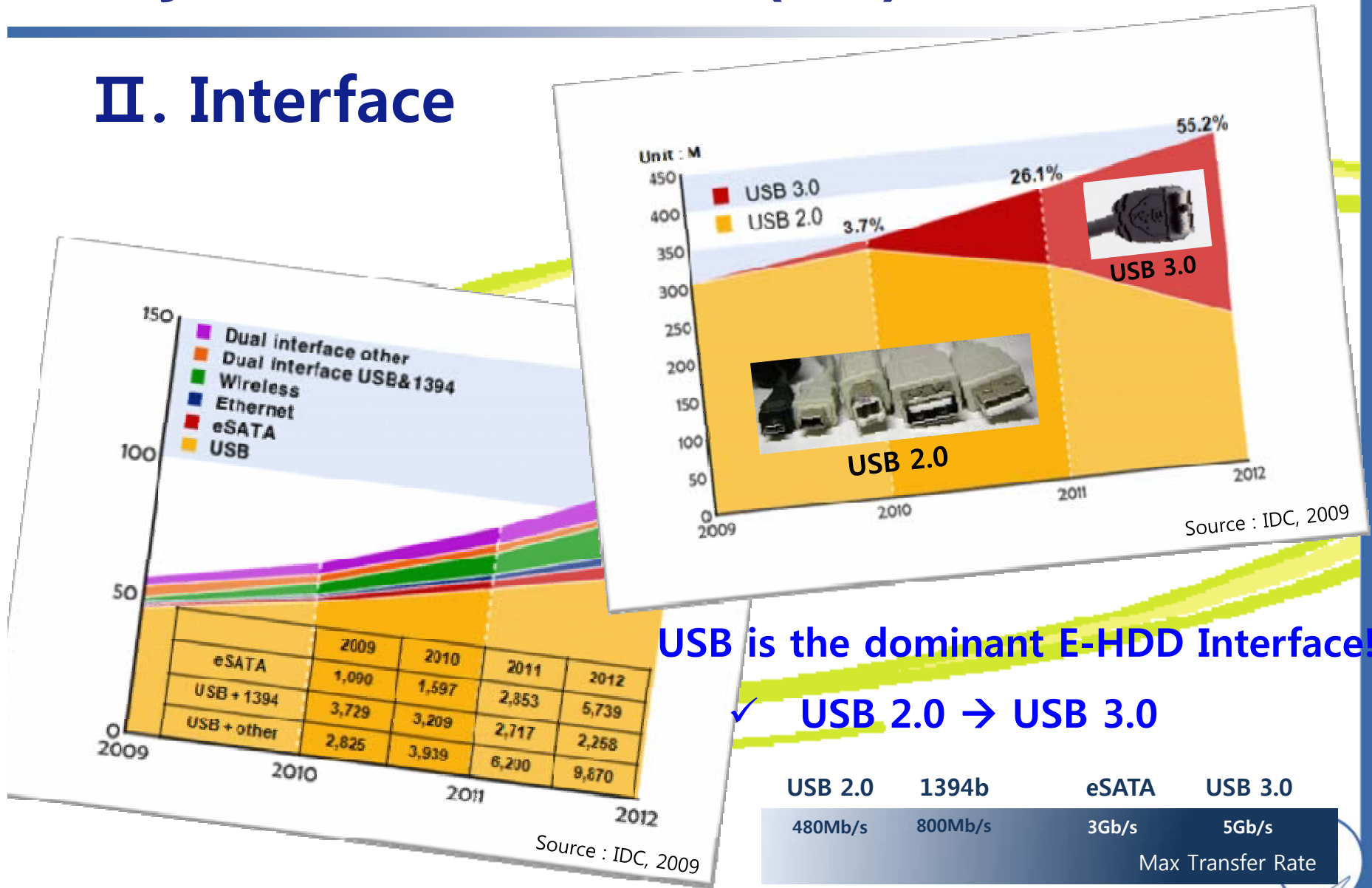
Trend in Mass Storage

- ✓ IT Storage → Personal Storage
- ✓ Conventional Shape → Personal Expression
- ✓ IT Device → Stylish and Trendy Accessory



Key Success Factor (2/4)

II. Interface



USB is the dominant E-HDD Interface!

✓ **USB 2.0 → USB 3.0**

USB 2.0	1394b	eSATA	USB 3.0
480Mb/s	800Mb/s	3Gb/s	5Gb/s
Max Transfer Rate			

Key Success Factors (3/4)

III. Functionality

Easy-to-Use Software



Optimized Hardware



Backup



Security



Compatibility



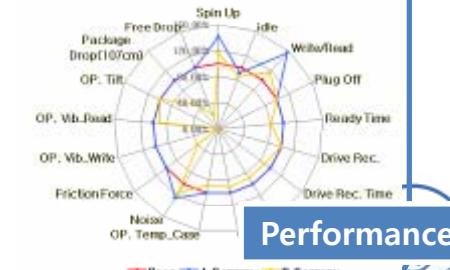
Auto Sync



Portable OS



Reliability



Performance

Key Success Factors (4/4)

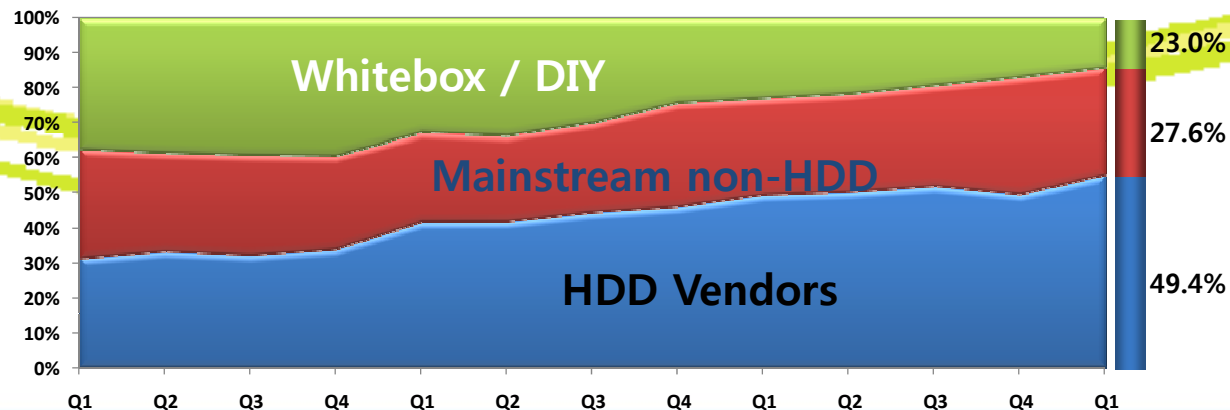
IV. Full Lineup

Basic Lineup

- ✓ **Form factors**
 - 3.5", 2.5", 1.8"
- ✓ **Capacity**
 - 2TB, 1.5TB, ... , 120GB
- ✓ **Product Classes**
 - Premium, Basic, Entry

Value-Added Products

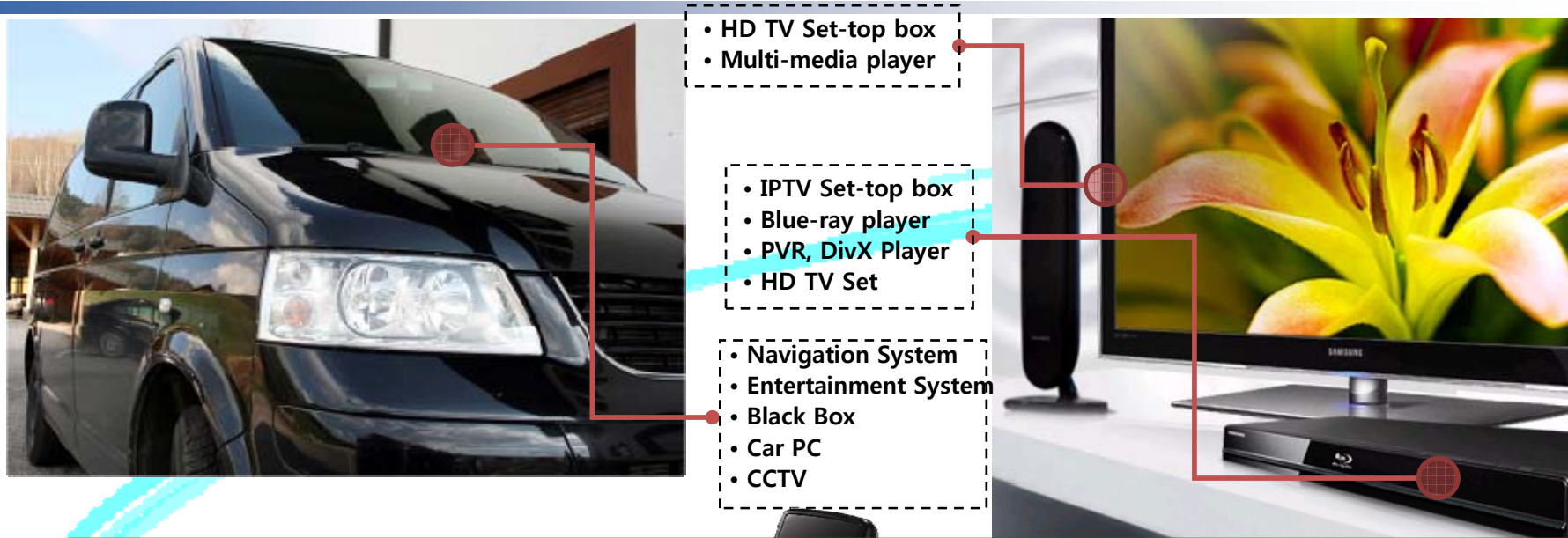
- ✓ **Additional Feature Products**
 - NAS (Network-attached Storage)
 - Multi-media Player
 - Home Multi-media Server
- ✓ **E-HDD by Major HDD Vendors**
 - Optimized Technology
 - Competitive Price



Future Business Opportunities



Future Business Opportunities

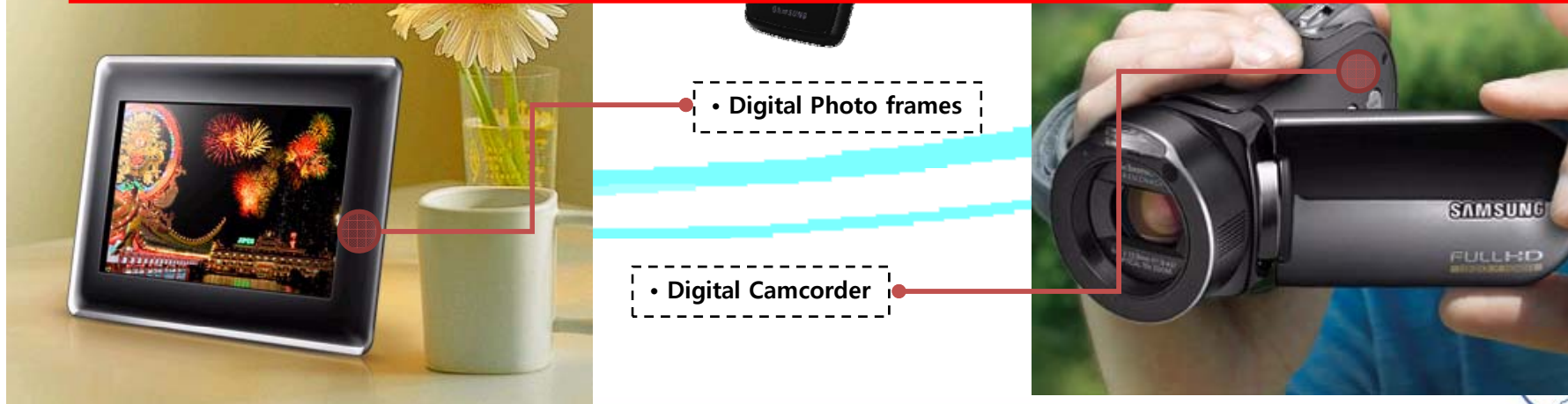


- HD TV Set-top box
- Multi-media player

- IPTV Set-top box
- Blue-ray player
- PVR, DivX Player
- HD TV Set

- Navigation System
- Entertainment System
- Black Box
- Car PC
- CCTV

More digital CE Products require mass storage!

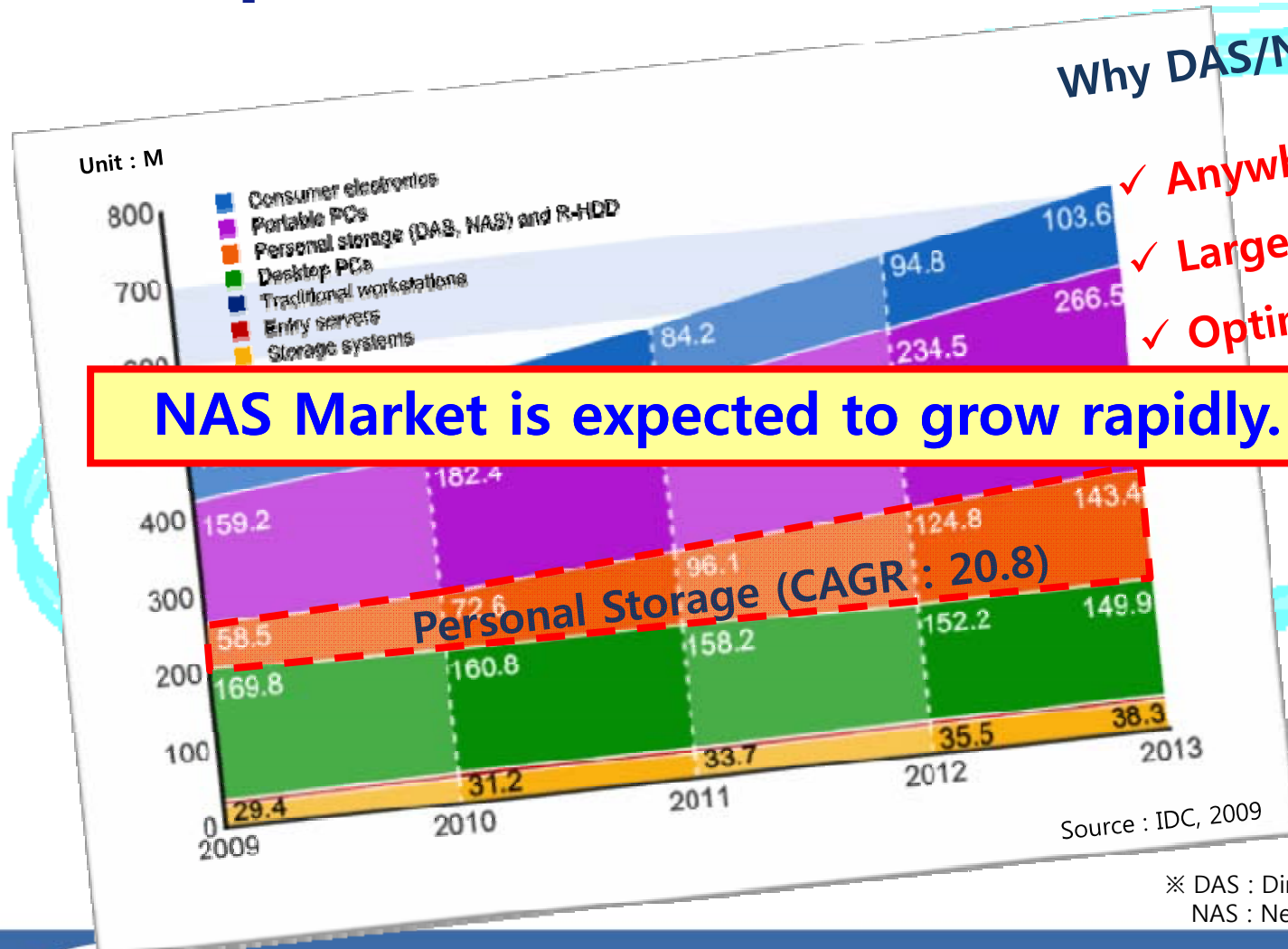


- Digital Photo frames

- Digital Camcorder

Future Business Opportunities

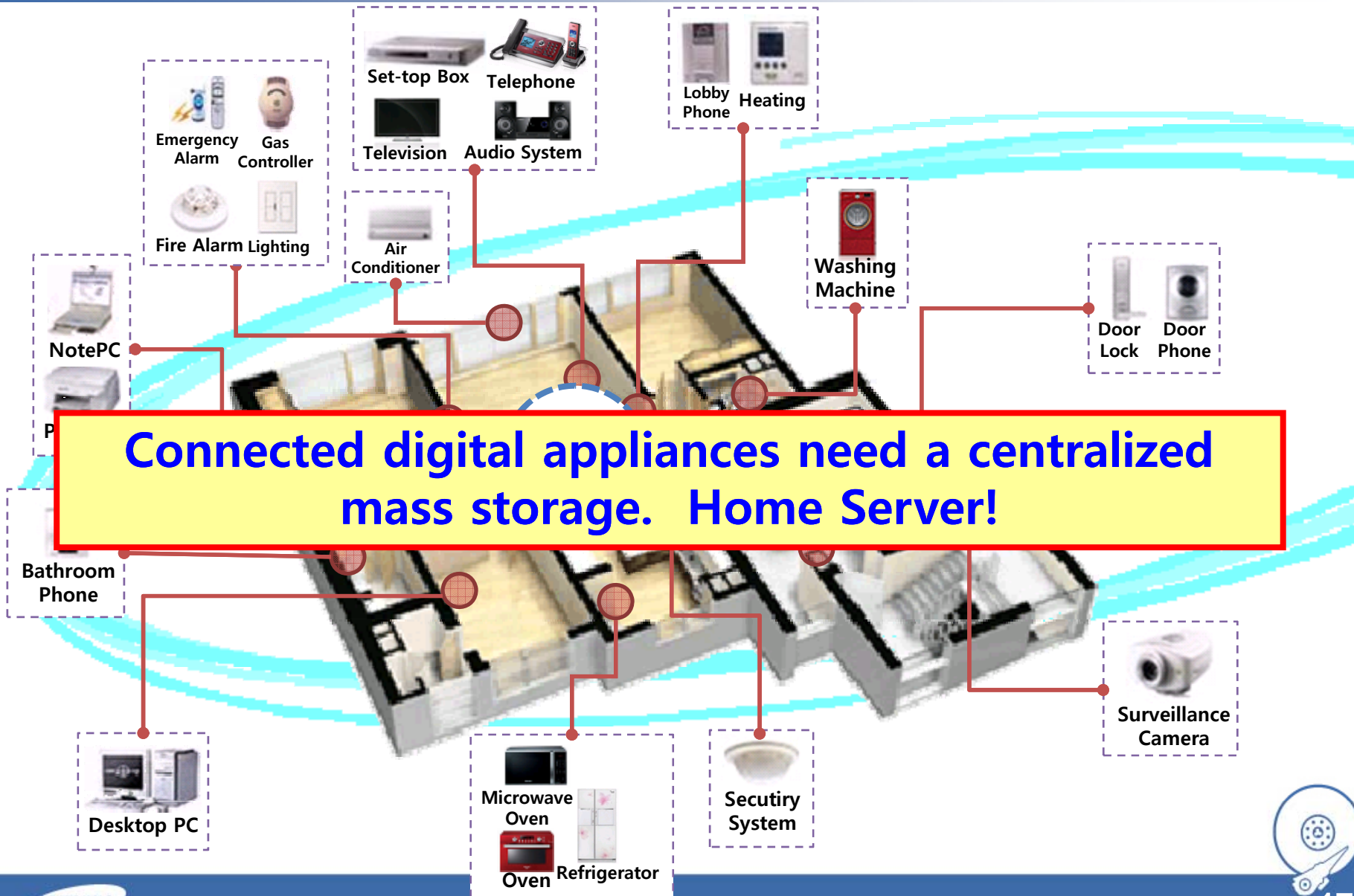
✓ Expansion of DAS/NAS Market



※ DAS : Direct Attached Storage
 NAS : Network Attached Storage



Future Business Opportunities



Concluding Remarks

- ❖ **E-HDD business provides upside potential for HDD industry.**
 - Concerted efforts are needed to educate general public for importance of backup.
- ❖ **Key success factors of E-HDD**
 - 1) Stylish Design
 - 2) Interface
 - 3) Functionality – Easy to Use
 - 4) Full Lineup
- ❖ **E-HDD business is B2C.**
 - Many evolutionary and revolutionary products will show up in near future.

