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MEDIA ALERT

SATA-IO Showcases New Member Solutions at Flash Memory Summit 2015 *Prepares for New Spec Release*

The [Serial ATA International Organization \(SATA-IO\)](#), the consortium dedicated to sustaining the quality, integrity and dissemination of the Serial ATA (SATA™) technology, previewed the upcoming SATA specification and showcased various SATA products at [Flash Memory Summit 2015](#).

Industry experts were on hand at the SATA-IO booth introducing future SATA technology enhancements, including:

- New transmitter specification to increase reliability in power intensive environments
- Remote power cycling of SATA drives to simplify maintenance procedures
- Shingled Magnetic Recording (SMR) support to facilitate high capacity drives
- Added flexibility in the drive spin-up control and activity indicators to provide hosts with more choices

Attendees heard about SATA's continued evolution and upcoming features that enable higher capacity, reliability and flexibility for SATA-based products. A new SATA specification is well along in the development process.

Further demonstrating SATA-IO's diverse portfolio of applications, members showcased a variety of SATA products:

- 1.8" SATA SSD
- 2.5" SATA SSD
- mSATA SSD
- SATA M.2 SSDs
- SATA SMR HDD
- SATA SSHDs
- PCI Express® 3.0 Protocol Analyzer for SATA Express™

To learn more about the upcoming enhancements to the SATA specification, media and analysts can schedule briefings and request information via press@sata-io.org.

ABOUT SATA-IO:

Formed in September 2004, the SATA-IO is the International Organization that owns and manages Serial ATA specifications as open industry standards. The organization defines and implements the Serial ATA storage specification as the industry's storage needs evolve. It is dedicated to sustaining the quality, integrity and dissemination of the SATA technology by maintaining the specifications, promoting and marketing the benefits of the technology and creating future interface features and specifications that carry storage into the next decade. Additional information about the organization, its participating companies and membership is available at www.sata-io.org.