Refining Serial ATA Technology for High-Speed Consumer Applications

January 4, 2011
Agenda

About SATA-IO

SATA Technology

The Changing SATA Ecosystem

SATA Universal Storage Module
About SATA-IO

• SATA-IO non-profit industry consortium
• Drives adoption of Serial ATA (SATA™) technology
• Nearly 200 leading technology companies
• Board members:
  Western Digital, Dell, Hewlett-Packard,
  Hitachi GST, Intel, Marvell, Maxim, Seagate
• Conducts interoperability and certified logo testing events

Get the latest information on SATA specs, tools and upcoming events at www.sata-io.org
SATA Technology

Most widely implemented storage direct interface

Connects host systems to:

- Hard drives, solid state drives, optical drives, legacy devices

Delivers many different form factor models:

- Internal/External Drives, Motherboards, Consumer devices, and …

Supports up to 6Gb/s (Gen 3), maintains backward compatibility

The fastest storage-optimized interface available today
Recent SATA-IO Accomplishments

2009 – Introduced mSATA™ (mobile)
2010 – Certified first 6Gb/s products
2010 – Expanded # Independent Test Labs
2010 – Held first international IW testing event
2010 – Launched Chinese micro site
What’s New: SATA Universal Storage Module (USM) Specification

- Introduced: Jan. 4, 2011
- USM defines slot connectors for data modules with an integrated SATA interface, and defined form factor(s) in SFF
- Modules plug in to TVs, DVRs, game consoles and computers for portable storage applications
- First powered 6Gb/s SATA connector for consumer applications
- First industry standard for external, SATA removable storage device
- Targeted for completion in 1H 2011
SATA-IO USM™ Use Case

USM is a powered, external consumer connector & form factor

A truly simple and portable SATA-based media library

- Native SATA with power
- No bridge chips required
SATA-IO is partnering with Seagate Technologies to host the first public demonstration of USM devices at CES Unveiled. Participating companies include:

- Antec
- GEIC
- Hi-Sense
- Ionics
- Seagate
- Thermaltake
- Toshiba