As we close out the year, we want to offer our thanks to all of the members who have supported SATA-IO’s efforts to serve the storage market and other SATA-IO members.

This year we had a number of members provide comment and participate in various work groups to help with the release of the SATA Revision 3.4 Specification. These
on performance. As part of the process, we also received comment on the revisions and suggestions for improving the specification, along with corrections and clarification to the specification.

As a reminder, the specification is available to SATA-IO members for free and can be accessed on Causeway, while non-members can purchase the specification by visiting www.sata-io.org.

As we look forward to 2019, we encourage members to continue to provide feedback, help identify new markets and features for SATA and to contribute to the work of SATA-IO through our Workgroups. Please contact the following Work Group Chairs if you would like to participate:

- **CabCon Workgroup** - Alvin Cox
- **Digital Workgroup** - James Hatfield
- **Logo Workgroup** - Harvey Newman
- **Marketing Workgroup** – Paul Wassenberg
- **PHY Workgroup** - Chuck Hill
- **Technical Integration Workgroup** - James Hatfield

Happy 2019!

SATA-IO Board of Directors

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**Welcome, New SATA-IO Members**

SATA-IO is pleased to welcome our newest members this quarter:

- **Novatek Microelectronics Corporation**
- **Zettastone Technology Co., Ltd.**
- **Newtech Co., Ltd.**

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**Event Recap: Storage Visions Conference 2018 – Santa Clara, CA**
SATA-IO had the opportunity to exhibit at the 2018 Storage Visions Conference, October 22-23 in Santa Clara, CA and connect with new potential members, answer questions about the latest changes from the SATA Revision 3.4 Specifications, and highlight how SATA is everywhere.

This year, the Storage Visions Conference focused on technologies to help meet the challenges of an exponential growth in data needing analysis and action. The SATA-IO MWG team was able to discuss with attendees how SATA remains relevant, meeting data storage needs for the future because it is (already) everywhere, and meets the industry’s warm/cold storage needs as a result of SATA’s low cost and low power advantages.

Special thanks to the following member companies who provided SATA-based solutions for the SATA-IO exhibit: Greenliant, Micron, Storage Vision Co., Ltd, and Teledyne LeCroy.

New Infographic – SATA Is Everywhere

SATA truly is everywhere, and the SATA-IO Marketing Workgroup is continuing to communicate that fact to press and potential members. The SATA-IO MWG has created a new infographic that highlights a number of key areas where SATA continues to play a dominant role. You can download and share the new “SATA Is Everywhere” infographic here.

SATA’s low cost, combined with low power demands, continues to make it a perfect solution for a host of applications. Are you aware of an area we should highlight? Let the MWG know at sata@nereus-worldwide.com.
After feedback from some members, the SATA-IO Marketing Workgroup has changed the day and time for its bi-weekly meetings to **Wednesdays at 9:00 -10:00 am (Pacific).**

The SATA-IO Marketing Workgroup (MWG) is tasked with developing new initiatives that educate the storage community about SATA technology and to highlight the membership benefits of SATA-IO.

The MWG holds a bi-weekly call where members and the SATA PR team collaborate on ways to showcase SATA, such as pursuing speaking opportunities, developing new educational resources and shaping SATA-IO’s presence at popular industry events.

Currently, the MWG is looking for new applications for SATA. We need additional technical help to identify if new features are needed and how SATA can be implemented to allow applications to take advantage of those features.

By participating in the MWG, you can guide the SATA-IO’s marketing and educational programs, while also being up-to-date on the many ways to promote your company's SATA expertise. The MWG is open to all members; just visit **Causeway** and request access on the **Your Workgroup Memberships** page.

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**Members in the News**

SATA-IO member companies received great press coverage this past quarter. The number of articles and reviews remains a good indicator to the press, analysts, and consumers, about the value SATA technology continues to bring to the storage industry. If your company has a product announcement or press release to share, send a link to the press release to the **SATA-IO press team.**

**Q4 SATA-IO member press coverage:**

- ADATA Launches ISSS316 and IMSS316 Industrial-Grade 3D NAND SSDs
- Samsung 860 QVO SSD Review
- WD Media Assigned Patent - HAMR Media Structure
- Electronica: Greenliant Sampling 87 PX Series SATA M.2 ArmourDrive SSD
- Greenliant Showcases NANDrive and ArmourDrive SSD Series
- Electronica: Apacer Showcases Industrial Grade 3D TLC NAND, TCG Opal 2.0 SSD, and CorePower Solutions
CDR Labs: Greenliant Sampling Industrial Temperature SATA M.2 ArmourDrive SSDs
Innodisk 3TE7 and 3TG6-P 2.5-Inch SATA SSD With Toshiba 3D TLC NAND and Marvell Controller
Micron Announces Availability Of 5210 ION Enterprise SSD With QLC NAND
Seagate Wants to HAMR the Competition, Ship 100TB HDDs By 2025
Toshiba Assigned Seven Patents
WW Record Beaten by Western Digital on HDD: 15TB
Seagate Unveils 14 TB Consumer HDDs: BarraCuda Pro, SkyHawk, IronWolf, & IronWolf Pro
Crucial Announces BX500 Solid State Drive
Samsung Unveils Comprehensive Data Center SSD Family
Micro SSD SV170-µSSD From Apacer
R&D: Optical and Thermal Designs of Near Field Transducer for HAMR
ADATA SU800 Series SATA SSDs Gets a 2TB Variant