

Serial ATA: The New International Organization

The first industry-wide Serial ATA Working Group was formed in early 2000. The group's founding members moved on to form the Serial ATA II Working Group in order to carry on the next generation of Serial ATA specifications.

This new organization, Serial ATA International Organization (SATA-IO), will take on the tasks of maintaining the specifications, promoting and marketing the benefits of Serial ATA and creating future interface speed specifications that carry storage into the next decade. (<http://www.sata-io.org>).

Membership in SATA-IO is open to new companies. Membership benefits include:

- Members-only access to the specification and spec development Web site
- Eligibility to participate in Serial ATA interoperability labs (Plugfests)
- Opportunities to participate in marketing programs and events, such as newsletters, featured products on the Web site, tradeshow booths, white papers, etc.

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Q: Are there any changes in the way members interact with SATA-IO?

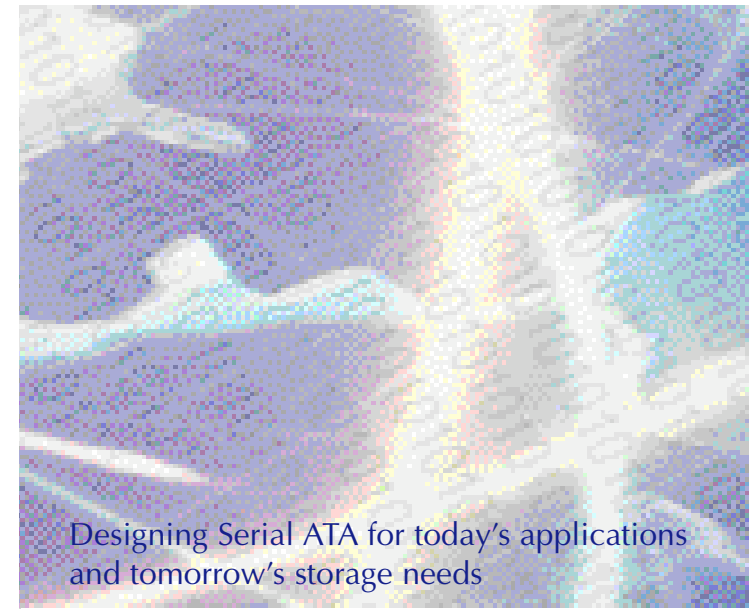
A: Yes, members can expect some changes. The fundamental difference is subtle, but allows for the benefits of an association structure. As a member of the association, companies will have a formal relationship with the trade association rather than with each other. Thus, members will have more of a defined voice in the organization's messaging and the kinds of activities that the organization undertakes.

The more noticeable differences will be the payment of annual dues and a greater opportunity to decide upon, and participate in, programs of value to the member companies and the industry in general. Please use the contact information below for further details on membership.

Q: When will the new organization be in place?

A: We are currently able to accept membership applications.

To join the Serial ATA International Organization please call our administration office at this number: 503-619-0572 or email administration@SATA-IO.org to start processing your SATA-IO membership.



Designing Serial ATA for today's applications and tomorrow's storage needs

Serial ATA International Organization (SATA-IO)



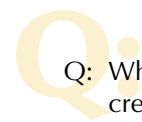
SATA-IO: Enabling the Future

Serial ATA: The Technology

Serial ATA is the latest generation of the ATA internal storage interface. Due to the inherent limitations of parallel technology, Serial ATA is expected to replace parallel ATA everywhere, and expand the use of ATA based technology in the entry server and network storage market segments.

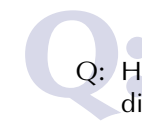
Serial ATA has several advantages over parallel ATA:

- It provides scalable performance for the next decade, from 1.5Gb/s to 3.0Gb/s and beyond.
- It uses thinner and more flexible cables that enable easier assembly and improved system airflow.
- With fewer signal conductors, printed circuit board (PCB) layout is significantly improved.
- Additional enhancements such as hot plug capability, native command queuing and enclosure management are also included in the specifications.



Q: Why is the Serial ATA II Working Group creating a formal industry association?

A: After studying the options, the Serial ATA II Steering Committee found that a mutual benefit trade (or industry) association would provide a better foundation to support any ongoing or future activities necessary to promote Serial ATA adoption. The new organization—Serial ATA International Organization (SATA-IO)—is dedicated to building a robust and mature market for Serial ATA offerings and may pursue activities such as a technology and logo awareness program, interoperability labs and face-to-face meetings. The organization will be better and more consistently organized.



Q: How is a formal industry association different from a working group?

A: This formal association will be an independent legal entity of the membership. An independent legal entity is a more appropriate structure—both legally and in general business processes—to support the kinds of activities and programs that will grow the Serial ATA market. As an independent entity, SATA-IO will be able to use a more formalized budget process and will be better able to support activities like technical specification development and Serial ATA plugfests. In addition, members will have more of a stronger voice.

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Parallel ATA	Serial ATA	SATA Advantage
Up to 133 Mbytes/sec	Up to 150 Mbytes/sec (1.5 Gbits/sec)	Faster, and room for expansion
Tiny jumpers	No master/slave, point to point	Ease of use
Eighteen-inch cable	Up to 39-inch (1 meter) cable	Ease of integration
Two-inch-wide ribbon cable	Thin cable (1/4-inch)	Improved system airflow
80 conductor	7-wire thin cable	Eliminates data integrity problems
40 pin and socket	Blade and beam connector (snap in)	Ease of use
Two-inch-wide data connector	1/2-inch wide data connector	Ease of integration
Onboard DMA controller	First-party DMA support	Performance enhancement
Limited (legacy command queuing)	Native Command Queuing	Performance enhancement
—	Hot Swap	Ease of integration/use
CRC on data only	CRC on data, command, status	Enhanced data protection