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MEDIA ALERT

SATA Express Takes Center Stage in SATA-IO Storage Visions 2015 Showcase

*Demonstrations by Multiple Manufacturers Illustrate that SATA Express
is on Track to Bring PCIe Storage to the Client Marketplace*

WHO: The Serial ATA International Organization (SATA-IO), the consortium dedicated to sustaining the quality, integrity and dissemination of Serial ATA (SATA™) technology.

WHEN: Storage Visions® 2015, Jan. 4 & 5, 2015

WHERE: Booth #205, The Riviera Hotel, 2901 S. Las Vegas Blvd., Las Vegas, NV 89109

WHAT: The SATA-IO booth will feature:

- Multiple live demonstrations of SATA Express
- SATA HDDs & SSDs
- SATA Solid State Hybrid Drives
- mSATA and SATA SSDs

WHY: SATA continues to be the dominant storage interface in the client marketplace. As such, SATA-IO incorporates new features to support the needs of the client and enterprise markets. However, the ongoing increases in performance of client SSDs and SSHDs have resulted in the need for an interface faster than SATA's 600 MB/s. SATA Express brings up to two lanes of PCIe with a total bandwidth of 2Gb/s **and** the ability to support up to two SATA ports, thus protecting users' technology investments while providing a path to higher performance.

Industry experts will be on hand to talk about SATA Express and SATA technology.

CONFERENCE PANEL: Join SATA-IO Marketing Work Group Chair, Paul Wassenberg, for a panel session titled "New Applications, New Technologies—What's Ahead for Content Storage". The discussion intends to address trends impacting the evolution of storage technologies and the industry's most promising solutions. The event will be held at **3 p.m, Monday, Jan. 5, 2015**.

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.

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