



# tapestry™ 300r

## Rollout

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**InPhase Technologies**

*innovations in holographic storage*

*february 2007*

# tapestry™300r

## Capacity

- 300GB

## Read/Write

- transfer rate - 20MBps or 160 Mbps
- avg exposure per page- 1 millisecond
- avg seek time - 250 ms
- bit error rate (BER)  $<10^{-15}$
- sequential writes / random reads
- 2GB buffer

## Form factor

- W:5.75", H:4.875", L:27.5"

## Operational Characteristics

- looks like a drive letter
- drag and drop capabilities
- emulates MO WORM, LTO Tape
- interfaces:
  - SCSI Parallel (160/320) – High Density, 68 pin
  - Fibre Channel – 4 Gbps Optical
  - Gig-E
  - Serial Attached SCSI (SAS)



# Archive Target Markets



Professional Video

Government

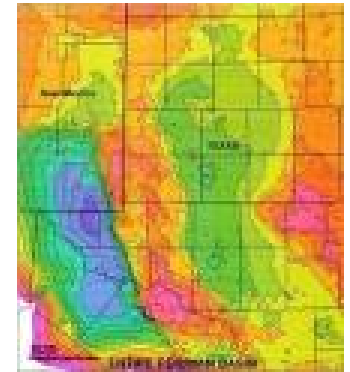
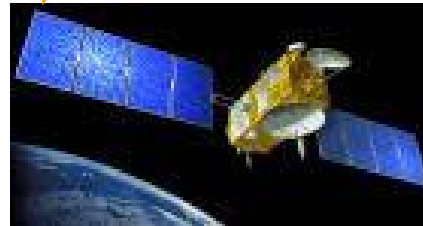
Health Sciences

IT

#1

Intro Priorities

#2



- Acquisition
- Post-production
- Digital Intermedia
- Digital Asset Mngment
- Deep Archive

- Space Imagery
- National Archives
- Copyright Archives
- Surveillance & security
- Regulatory Compliance

- X-rays, MRIs
- Surgical procedures
- Pharmaceutical trials
- Patient Records
- Regulatory Compliance

- Regulatory Compliance
- Email archive
- Check imaging
- Insurance claims
- Weather Models
- Seismic Data

**Customer Profile: Content is Revenue Generating Asset**  
**Acquisition is Expensive**  
**Value of Data Increases as it Ages**  
**Archive expectations are “Forever”**

# Today's Digital Archive Choices



## Tape - de facto commercial solution

- pros: high capacity and transfer rate, data off-line
- cons: media reliability, maintenance costs, time to data; data off-line; rewritable format
- InPhase:
  - Competitive enough with capacity and transfer rate;
  - Much better media archive life with +50 yrs vs. 7 yrs; tapes older than 1yr should not be used for archive
  - >20 million read passes tested vs 250 max recommendation
  - Millisecond access to data vs. minutes allows customers to have petabytes of data available
  - True WORM format solves problems of accidental data erasure

## Optical - the consumer solution

- pros: low cost, acceptable archive life; true WORM format
- cons: low capacity and transfer rate; low quality media
- InPhase:
  - 6 times higher capacity than the latest high capacity optical formats
  - 5 times faster transfer rates
  - Media simplicity with a solid 1.5 mm of recording material vs. multi-layer , dual - sided formats

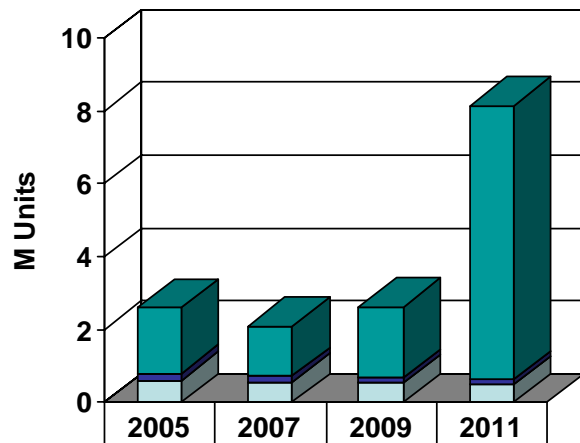
## Hard Drives - gaining

- pros: high capacity and transfer rate, low device cost, fast data access
- cons: power consumption, device reliability; no WORM format; not viable long term archive format
- InPhase:
  - Greatly reduced power consumption because thousands of pieces of media require no power
  - Device warranted to maximum of 5 years then data must be migrated versus 50 year media life with holographic
  - WORM media protects data from unintended erasure or destruction
  - Millisecond access to data in library makes Petabyte archives affordable



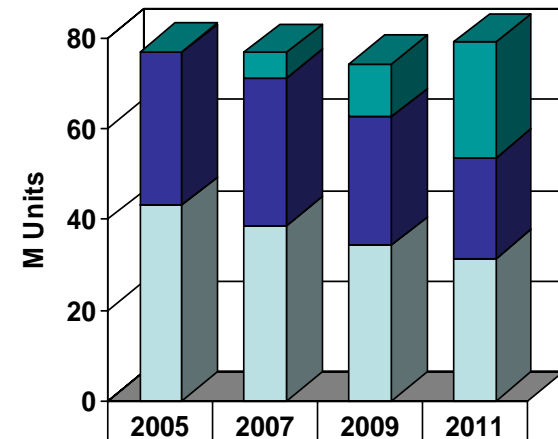
# Total Addressable Market

Millions of Drives



	2005	2007	2009	2011
Optical Drives	1.8	1.365	1.948	7.544
VTR	0.2	0.175	0.15	0.125
Tape Drives	0.588	0.549	0.524	0.489

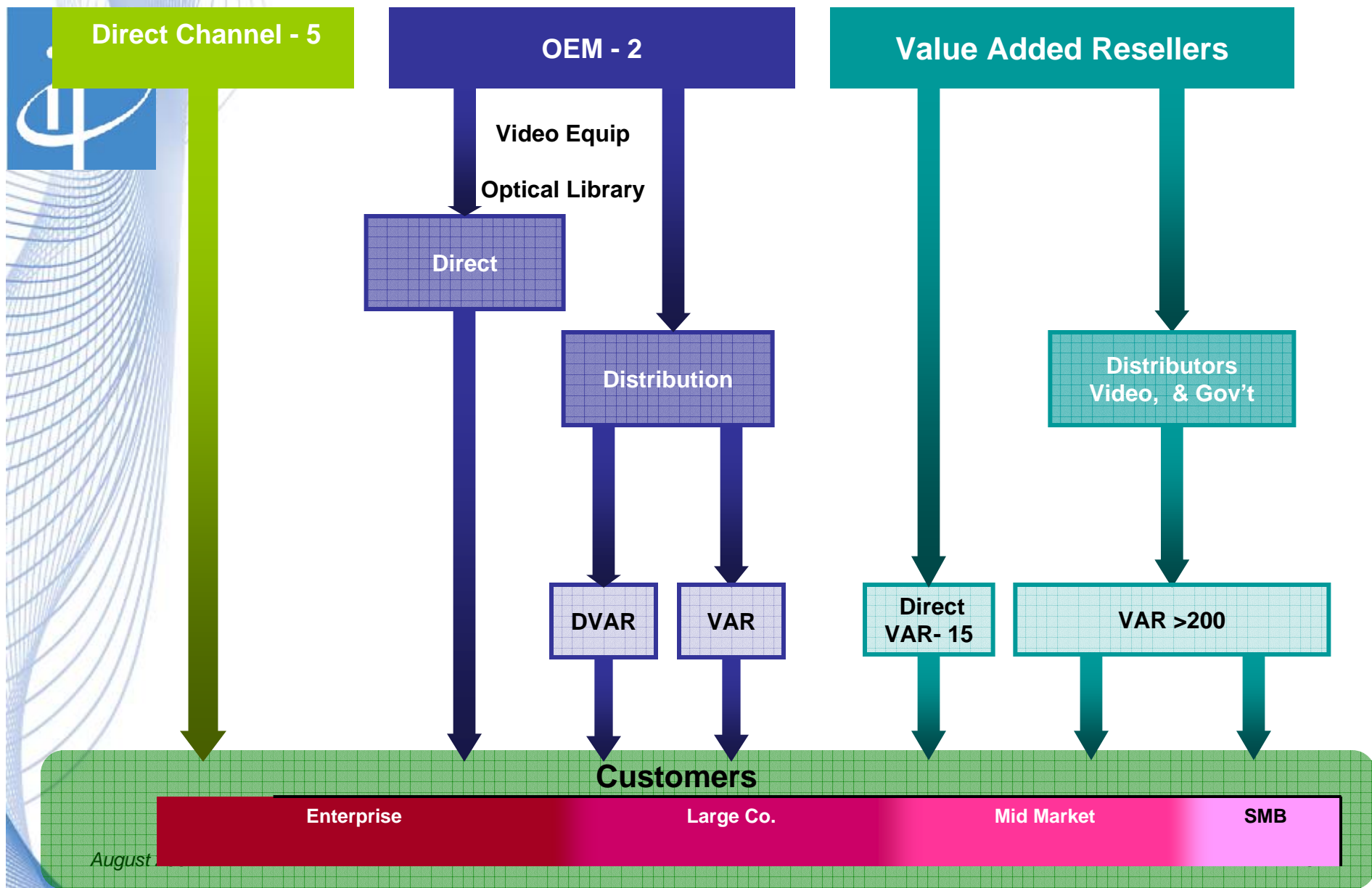
Millions of Media



	2005	2007	2009	2011
Optical Media	0.2	5.4	11.7	25.3
Video Tape	33.6	32.6	28.3	22.1
Data Tape	43.1	38.6	34.2	31.5

Source: IDC, U&S, mfgs

# Channel Model



# Roll-out Status



- Building DVT Units with CM Partner
- Units in Test; no Show Stoppers
- ISV Testing Underway:  
Avalon, Front Porch, Masstech, SGL, SAI, QStar, Pegasus
- Purchase Orders in House & more coming in
- Customer Service Provider on Board: ServRight
- Shipments to Strategic Accounts