



Consumer Digital Content Storage to Experience Renewed Growth, Coughlin Associates Reports

For Immediate Release

SAN JOSE, Calif./EWORLDWIRE/April 30, 2009 --- By 2014, digital content in an average U.S. home could total almost 12 terabytes - that's one finding by Coughlin Associates and Objective Analysis in their 2009 Digital Storage in Consumer Electronics (CE) Report.

"Although the consumer electronics market will be impacted by the overall economy in 2009 and well into 2010, a recovery in 2011 will drive renewed demand for CE products and digital storage to support them," said Tom Coughlin, lead analyst of the project. "But this doesn't mean that every market will be down this year - certain consumer products, such as external storage, should see unit growth in 2009, partly as a result of the current economy."

"Flash doesn't lend itself to every application," added co-author Jim Handy of Objective Analysis. "We find that many applications will continue to favor mechanical storage as it offers key attributes unavailable through solid-state technology. By 2014, total digital storage capacity shipped into homes could reach 900 exabytes, with HDDs accounting for the largest share."

This 150-page study details storage in consumer electronics giving details on important market drivers and analyzing cost history and market projections. A full 73 figures and 39 tables cover the consumer electronics storage market in great detail. For each of the thirteen key mobile and static consumer applications covered in the report, a forecast projects hard disk drive, flash memory and optical disk drive consumption through 2014. A significant section is devoted to external storage and remote storage trends for consumer and small business users.

Additional sections of the report explore retail vs. service markets, network attached storage, external storage interfaces and storage virtualization in the home. A users guide offers tips on choosing storage to match the application, coping with changing formats, and storage intelligence and integration opportunities.

In compiling this report, Coughlin Associates and Objective Analysis investigated key consumer application markets by gathering information from a detailed survey (summarized in the report), analyzing historical trends, and performing an exhaustive series of interviews with numerous consumer electronics product manufacturers, their storage suppliers and end users. The report also includes vendor profiles for over 30 leading storage providers.

The Table of Contents and Executive Summary can be downloaded at TomCoughlin.com/techpapers.htm ('<http://www.tomcoughlin.com/techpapers.htm>'). This document includes an order form.

About Coughlin Associates

Coughlin Associates provides digital storage and applications technical consulting, market and technology analysis and conferences. Coughlin Associates runs the popular Storage Visions and Creative Storage Conferences and publishes well respected reports on digital storage technology and applications. More information is available about Coughlin Associates at TomCoughlin.com ('<http://www.tomcoughlin.com>').

About Objective Analysis

Objective Analysis ('<http://www.Objective-Analysis.com>') is a semiconductor and solar market research and business consulting firm. The company provides independent third-party data and analysis for all participants in the semiconductor and solar markets, including those who invest in these businesses. Highly-seasoned analysts provide clients with unparalleled custom consulting, quantitative measurements, and evaluations of business models and technology.

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CONTACT:

Thomas Coughlin
Coughlin Associates
9460 Carmel Road
Atascadero, CA 93422
PHONE. 408-871-8808

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