



C E R T A N C E

**DAT – A GLOWING PAST AND
EVEN BRIGHTER FUTURE**

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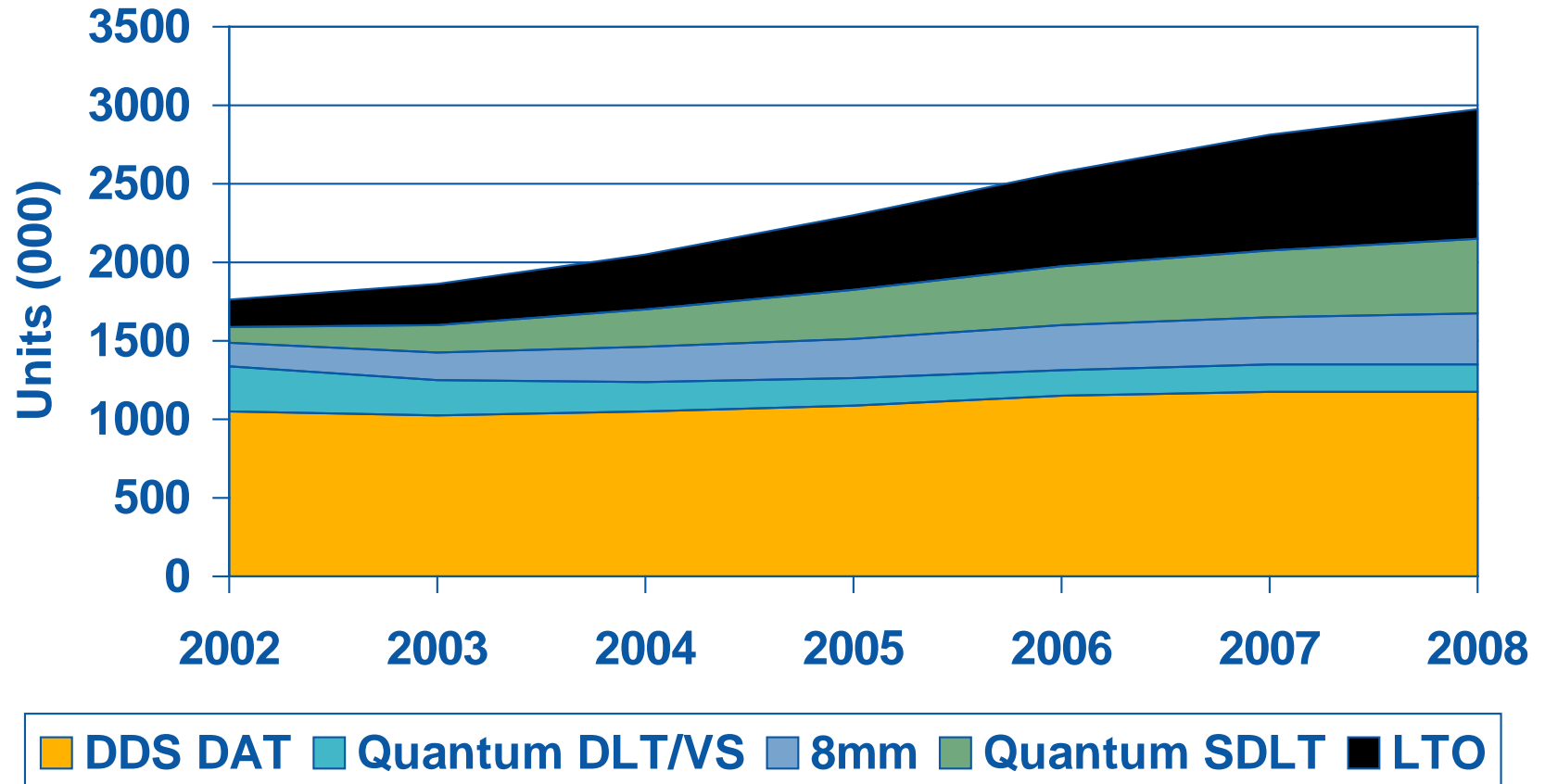
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June 29-30, 2004

THIC Inc.

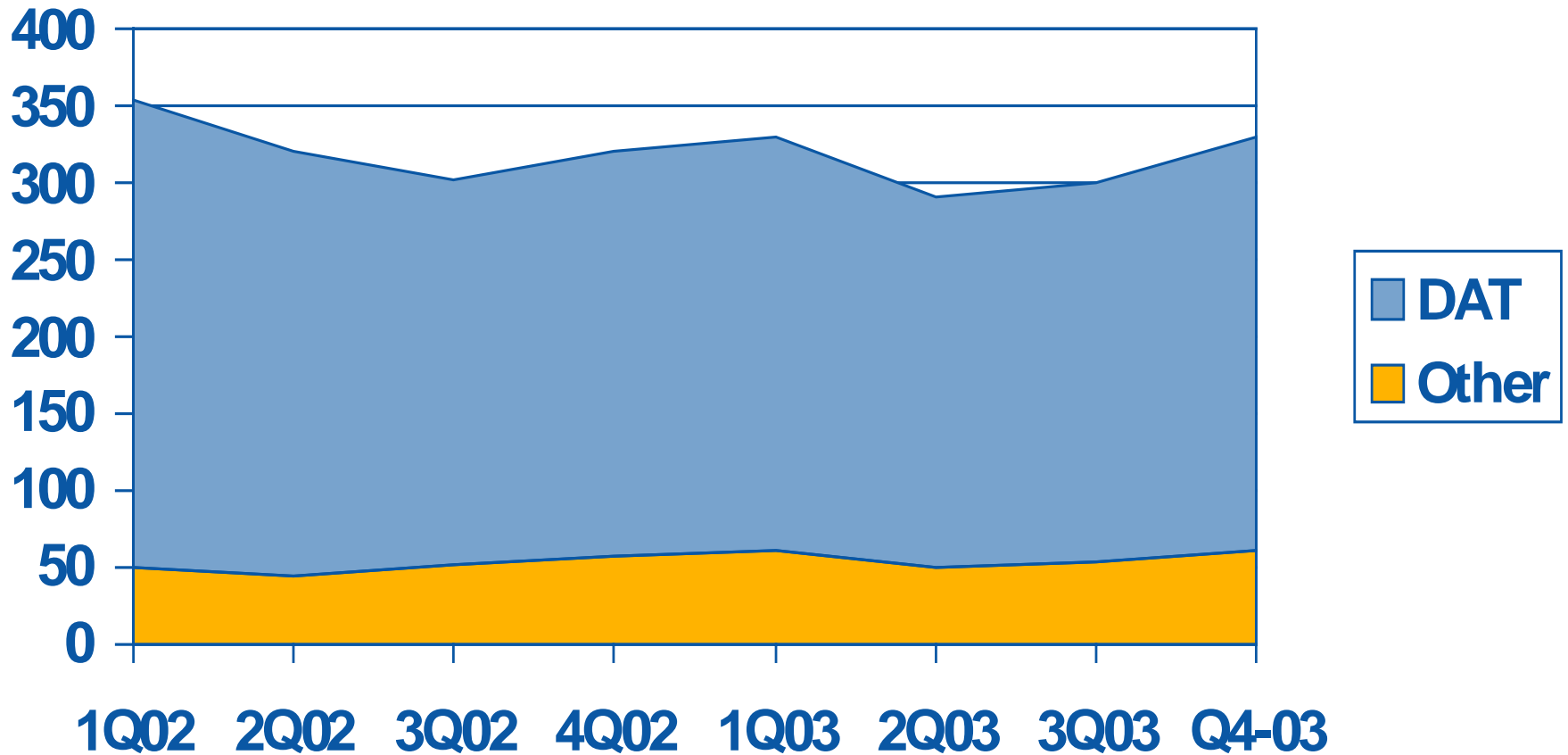
The Premier Advanced Recording Technology Forum

TAPE BACKUP MARKET OVERVIEW



Freeman , Certance 2003

"LOW END & SMB" TAPE BACKUP MARKET OVERVIEW



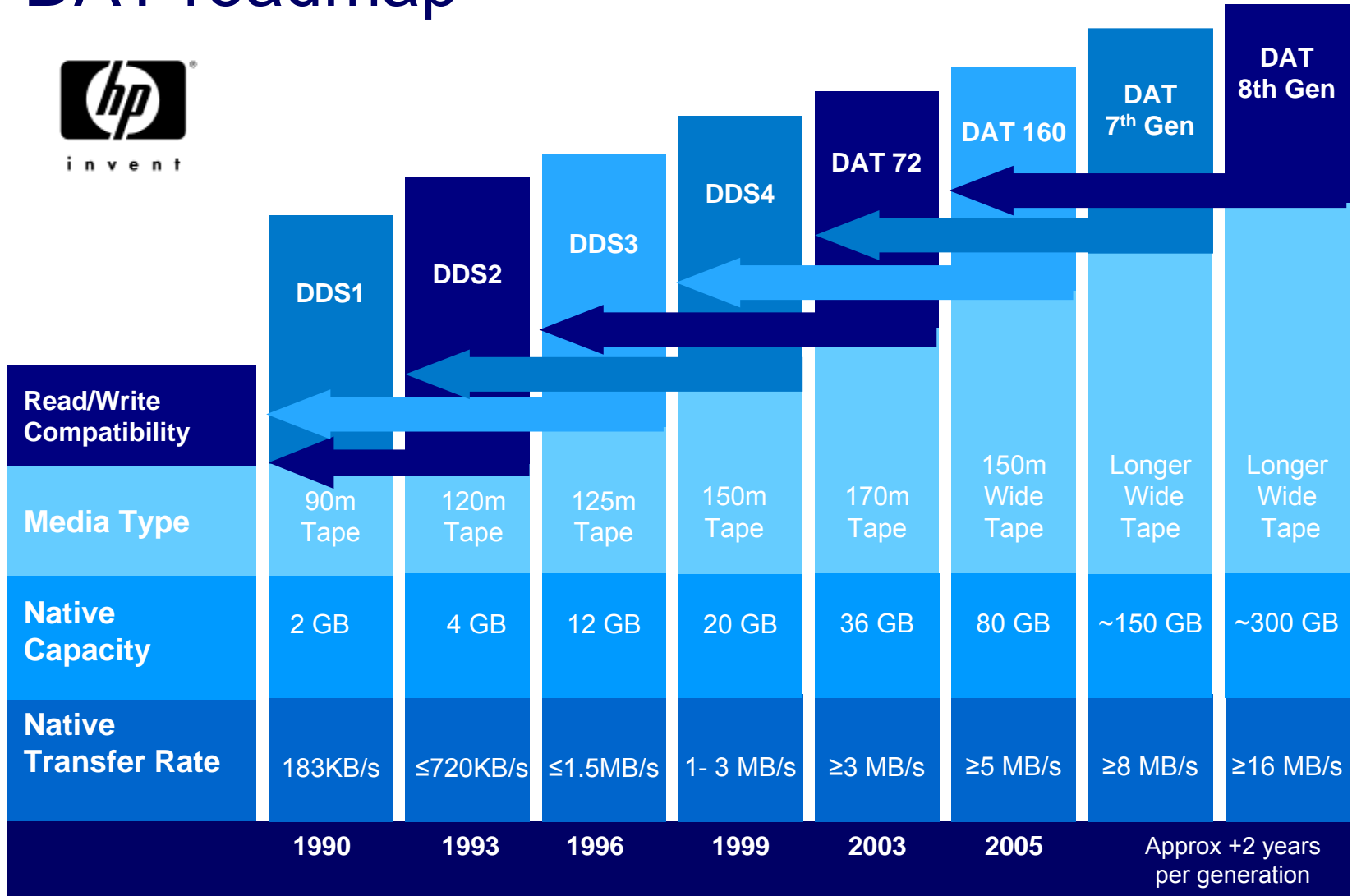
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DAT TECHNOLOGY OVERVIEW

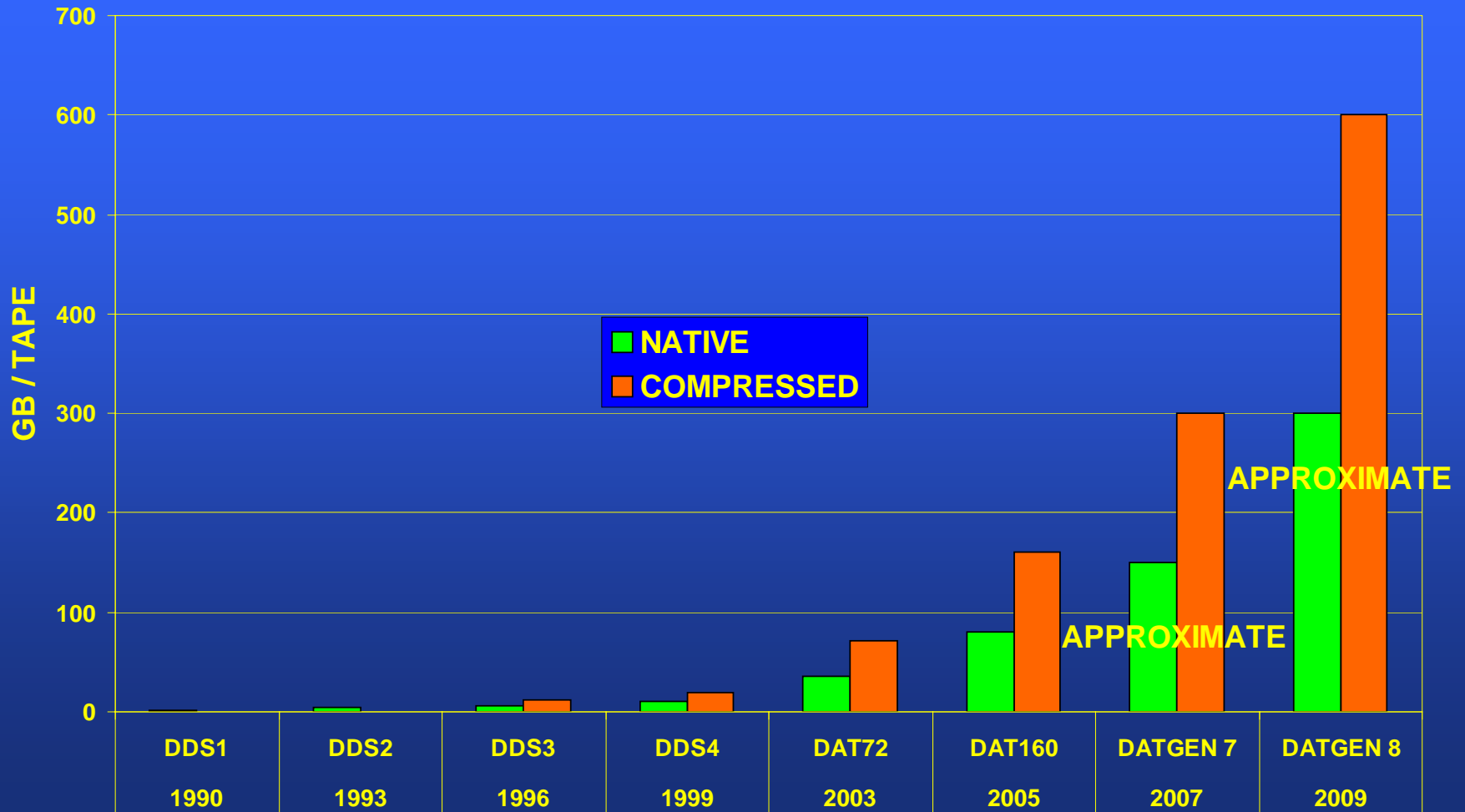
- 3.5" FORM FACTOR
- 5.25" WITH RAILS
- 5.25" MULTI CASSETTE LOADERS
- 1U & 2 U MULTI CASSETTE LOADERS
- DAT CASSETTE = 73mm X 54 mm FOOTPRINT
- DAT TAPE WIDTH
 - DAT Gen 1 to DAT Gen 5 = 3.81 mm
 - DAT Gen 6 to DAT Gen 9 = 'wider'
- HELICAL SCAN TECHNOLOGY
- ALTERNATE AZIMUTH, TRACK TRIM RECORDING
- READ AFTER WRITE FOR DATA ASSURANCE
- 3 LEVEL REED-SOLOMON ECC
- 8-10 "DC FREE" DATA ENCODING
- GREATER THAN 2000 PASS MEDIA LIFE
- BACKWARD WRITE AND READ COMPATIBILITY



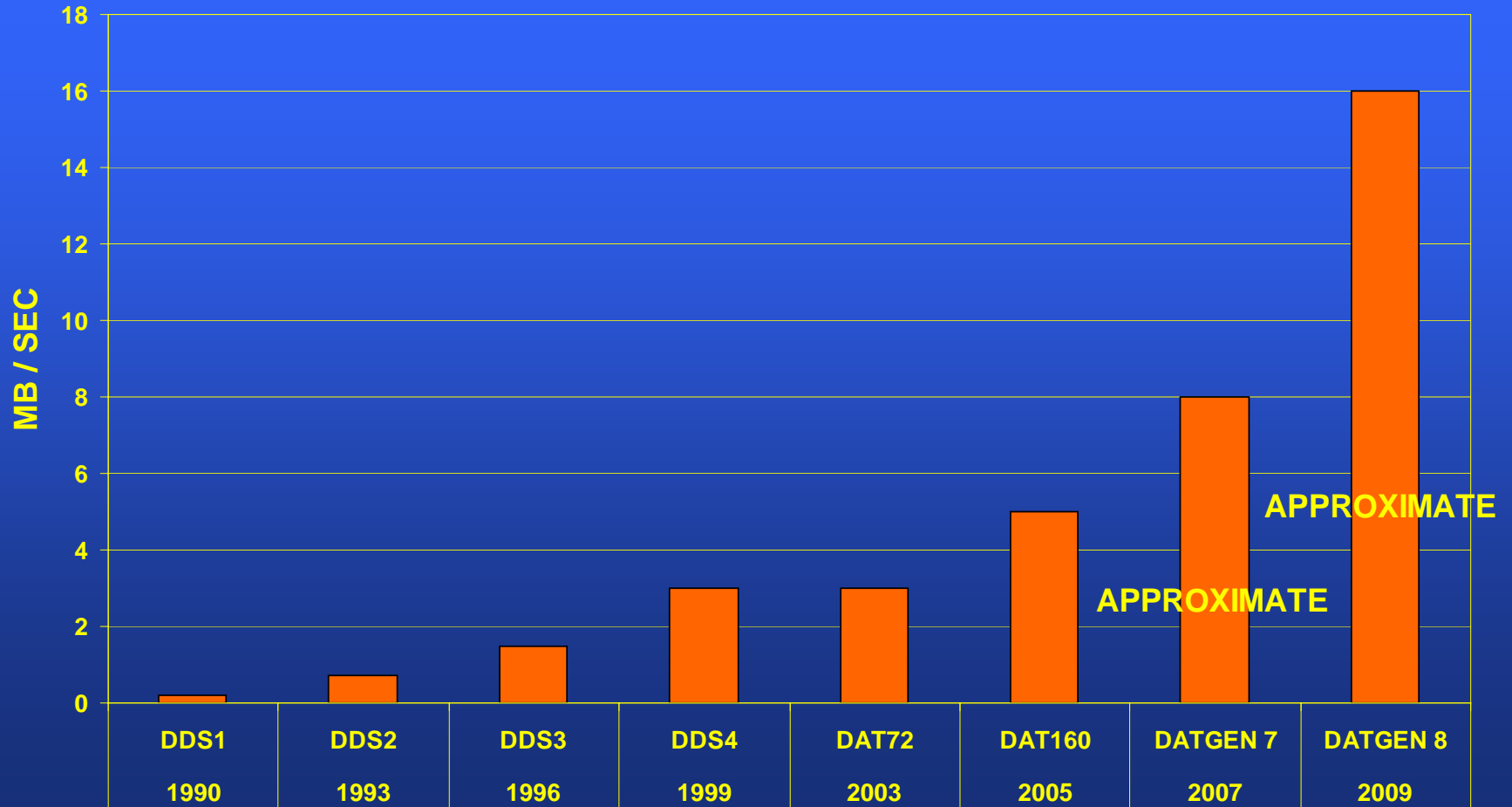
DAT roadmap



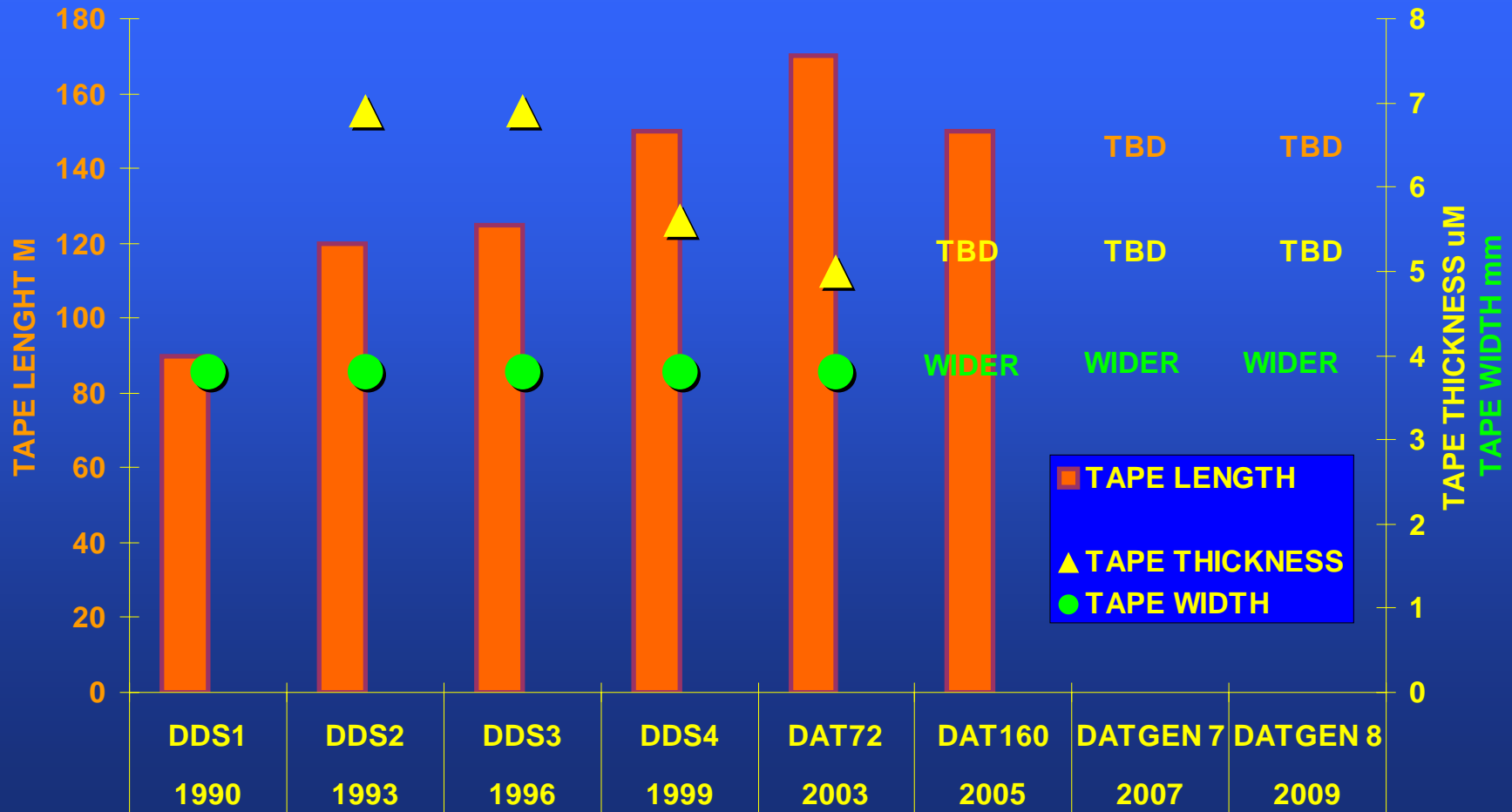
DAT CAPACITY ROADMAP



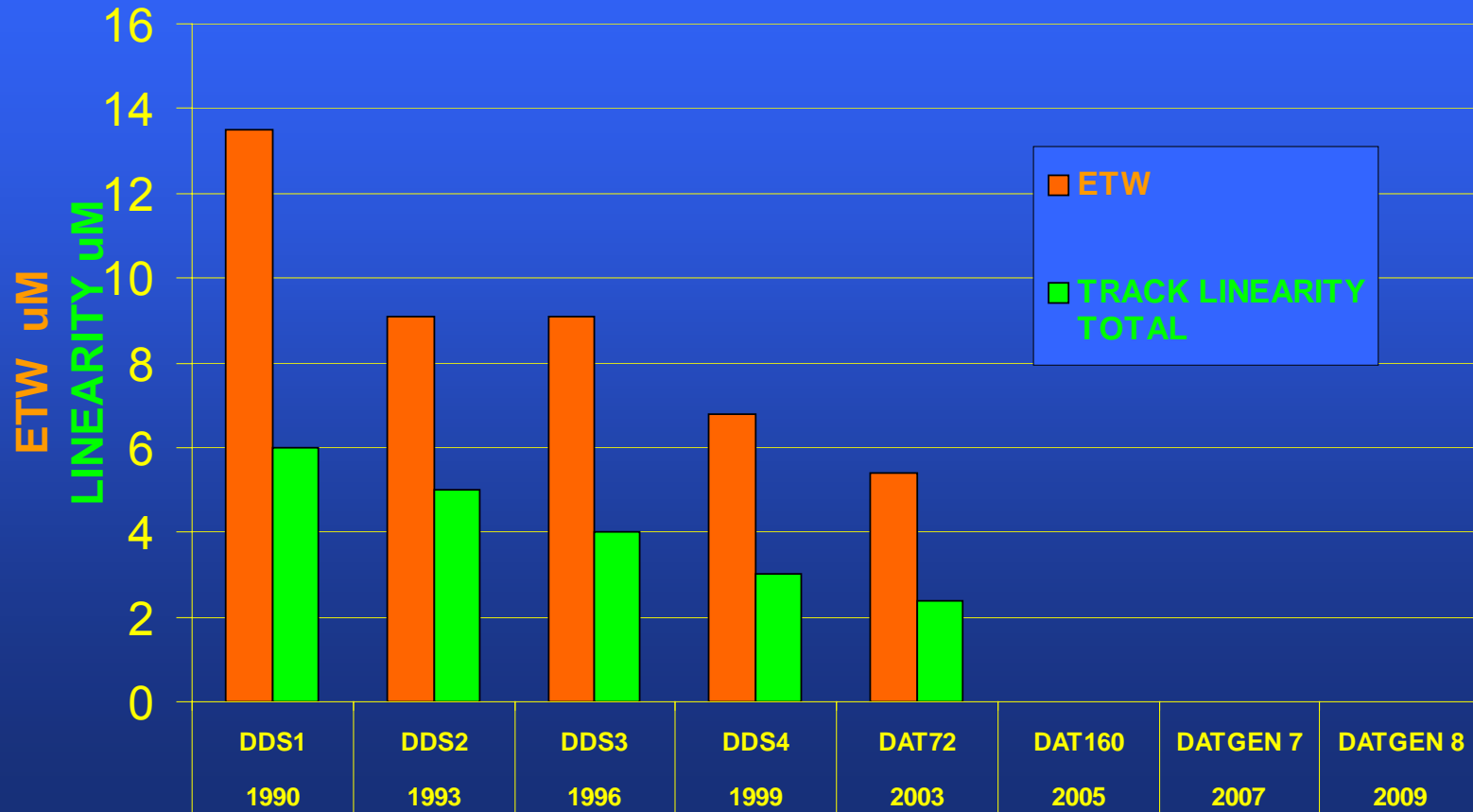
DAT MINIMUM, NON - COMPRESSED TRANSFER RATE ROADMAP



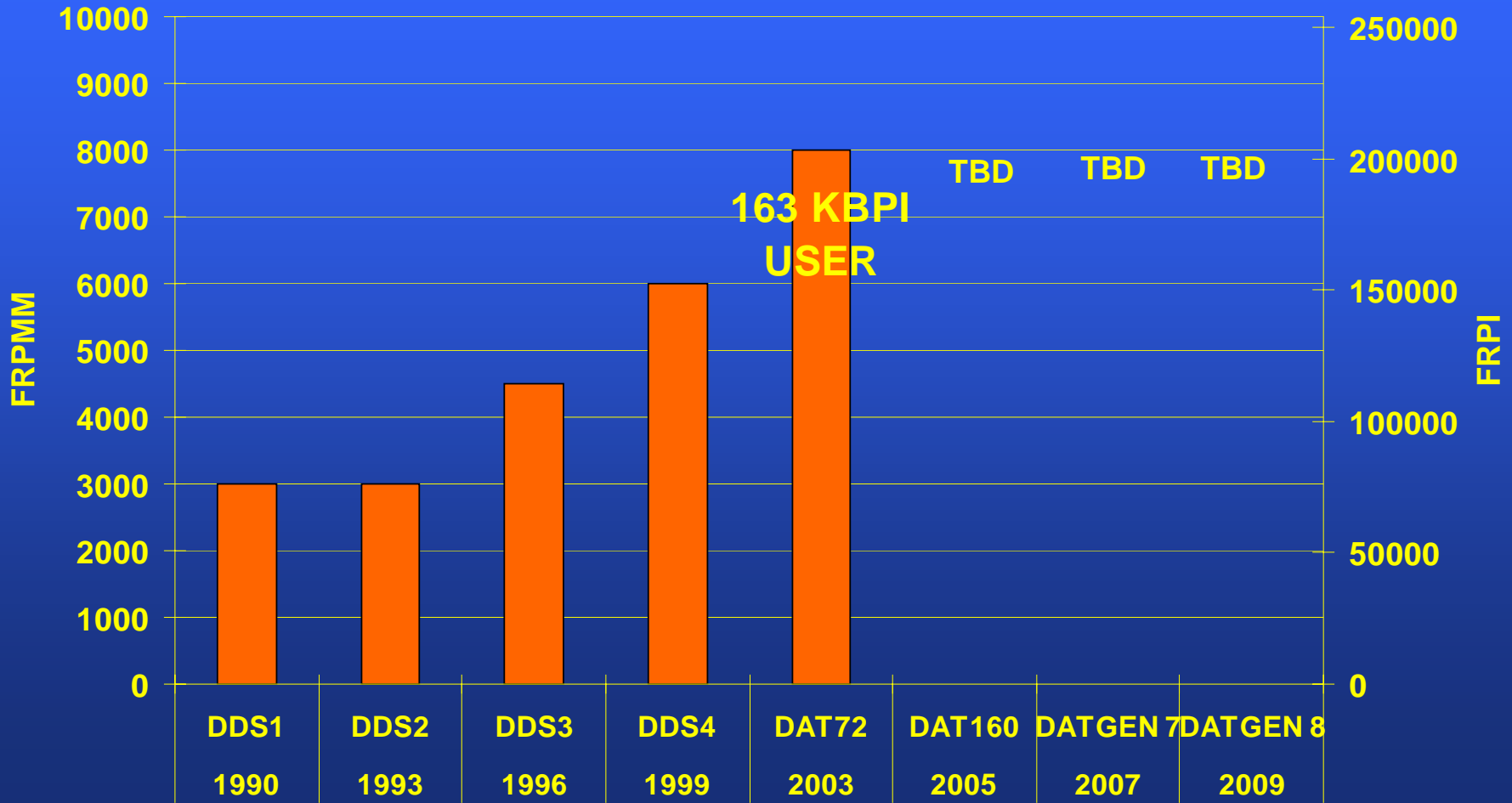
DAT TAPE LENGTH, THICKNESS ,WIDTH ROADMAP



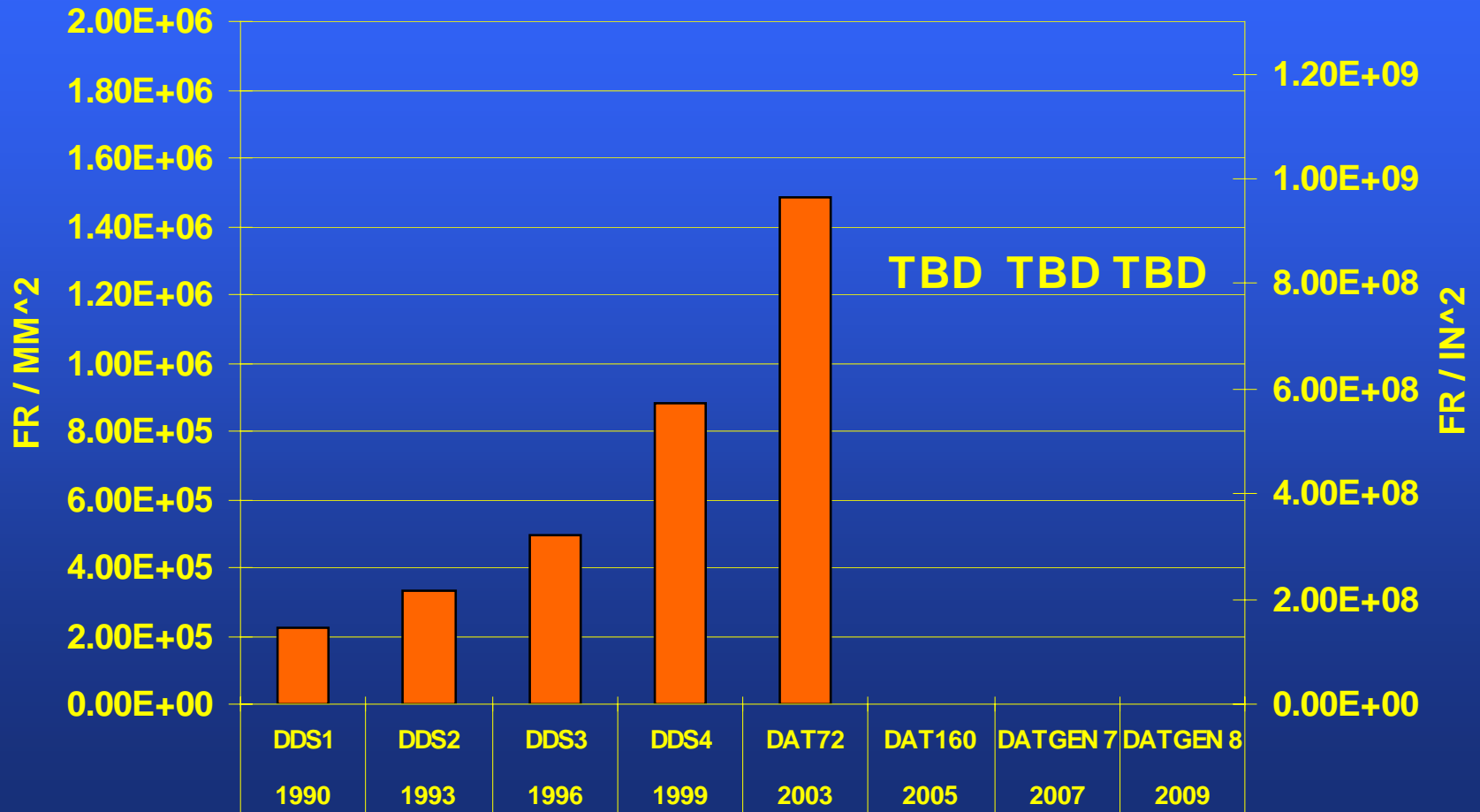
DAT EFFECTIVE TRACK WIDTH & TRACK LINEARITY ROADMAP

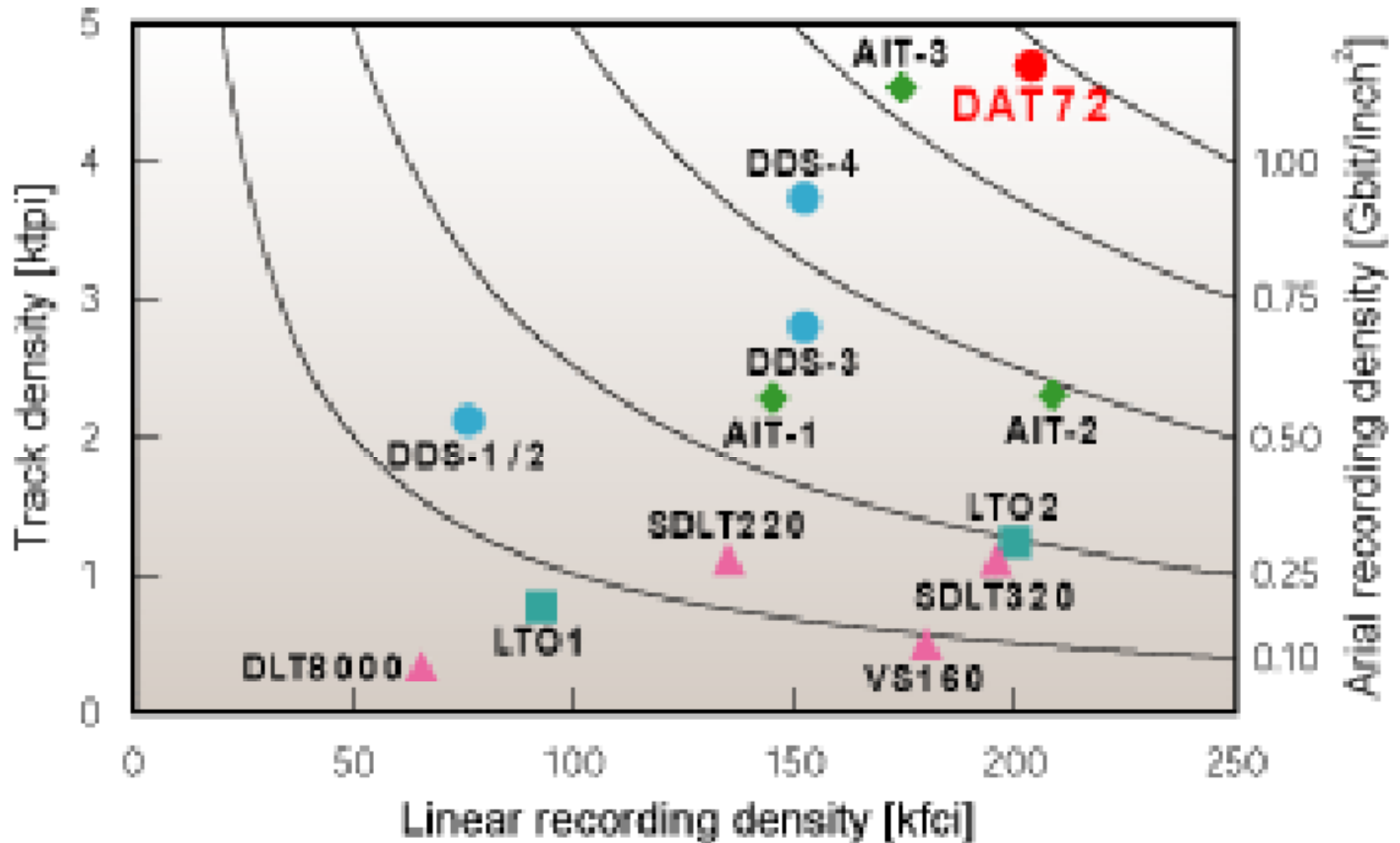


DAT LINEAR RECORDING DENSITY FRPMM OR FRPI ROADMAP



DAT AREAL RECORDING DENSITY FR / MM² OR FR / IN² ROADMAP





<http://www.sony.net/Products/Media/DataMedia/products/DAT72/>

