



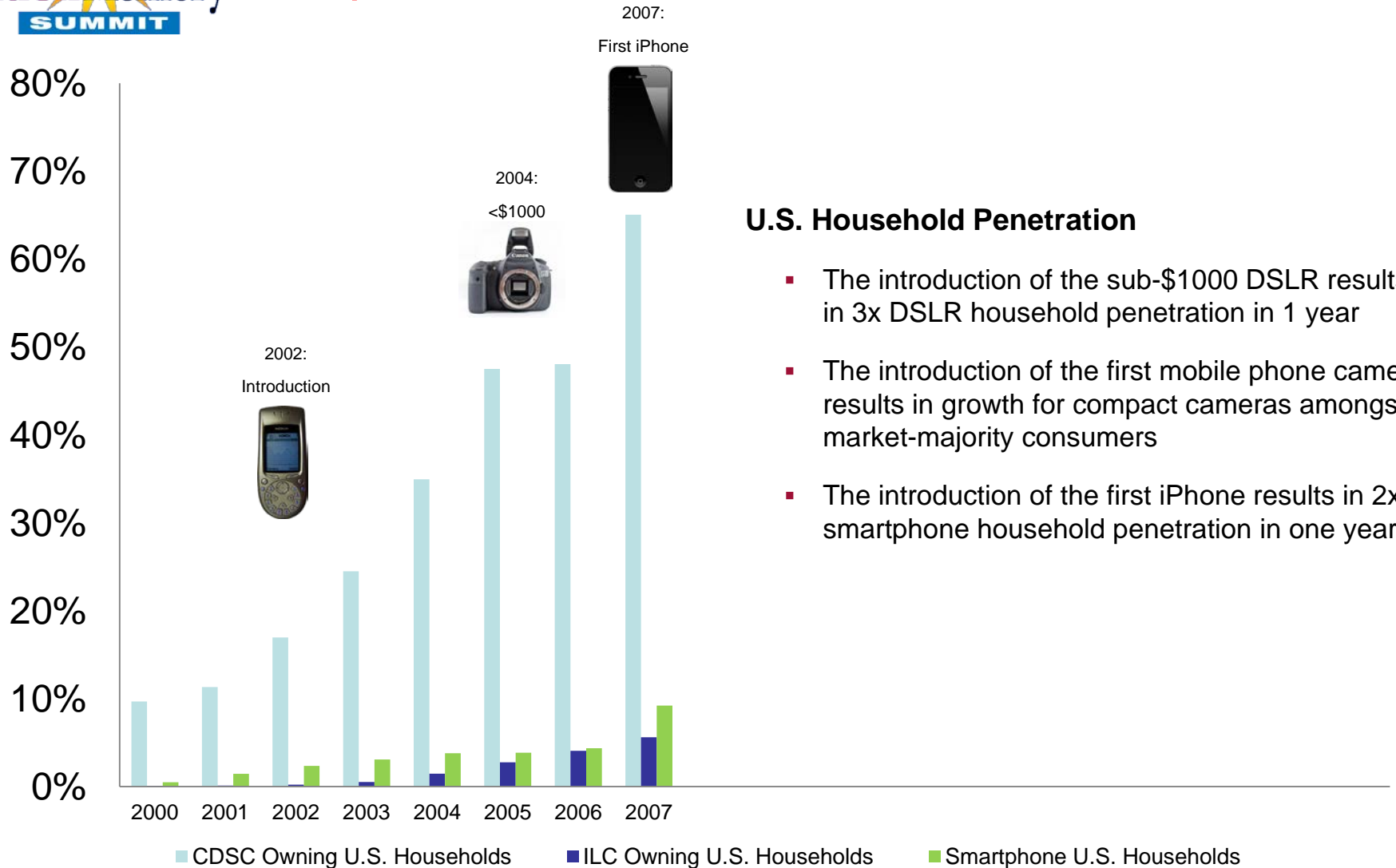
Imaging Innovations Driving Demand for Storage and Performance

Chris Chute
Director, Global Imaging Practice
IDC

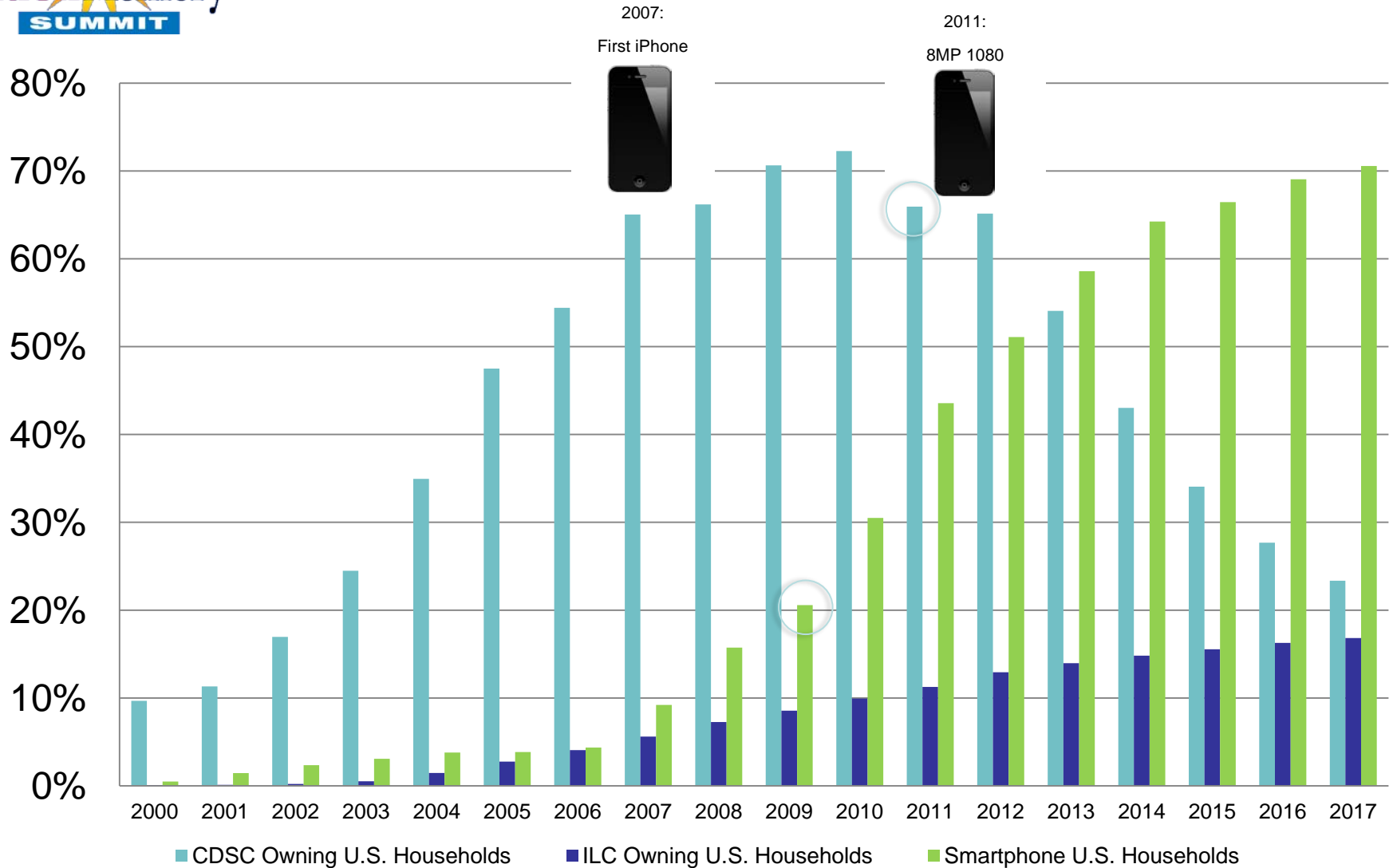
The World of Yesterday, 2001-2007



Innovation Drives Rapid Changes in Device Adoption



Miniaturization, Cloud Solutions Drive Consumer Usage to One Platform



2.4 M *Digital images captured/minute*

71% *Captured by mobile devices/minute*

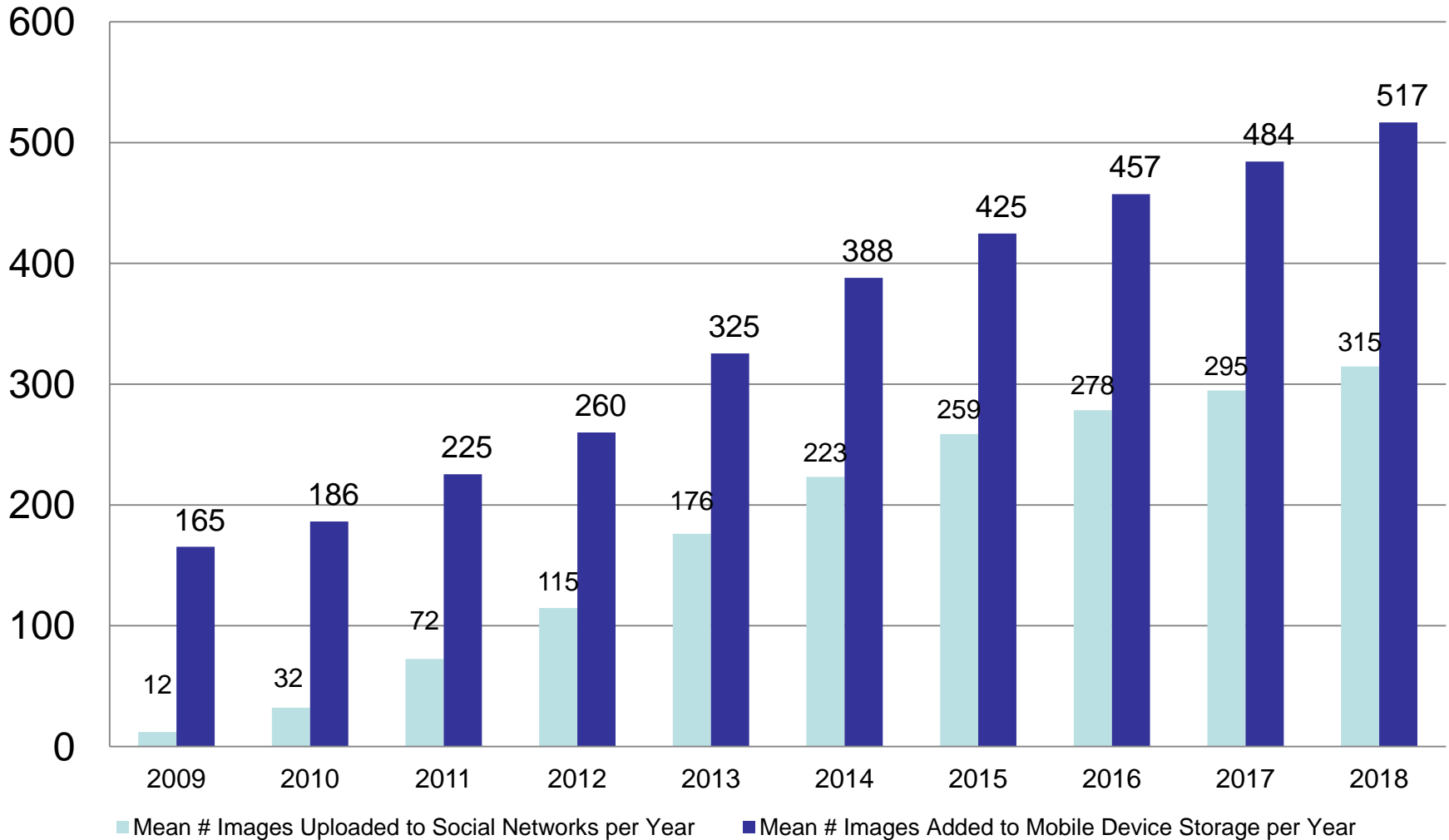
50% *Shared to social networks/minute*

100 *Hours of video uploaded to YouTube/minute*

12% *Average growth rate for mobile photo storage/next 5 years*

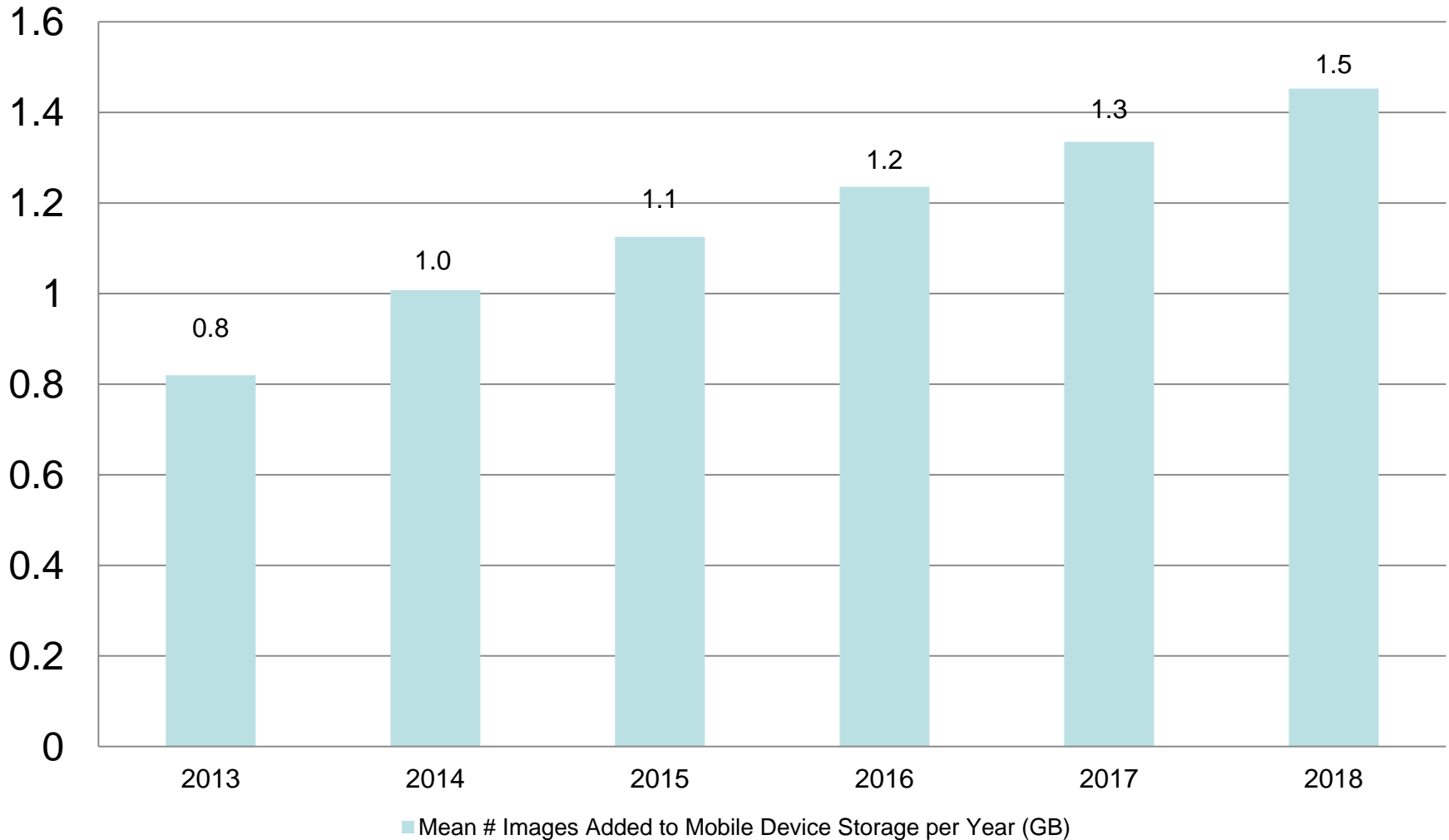


Social Networking, Living Images Driving Connected Photography

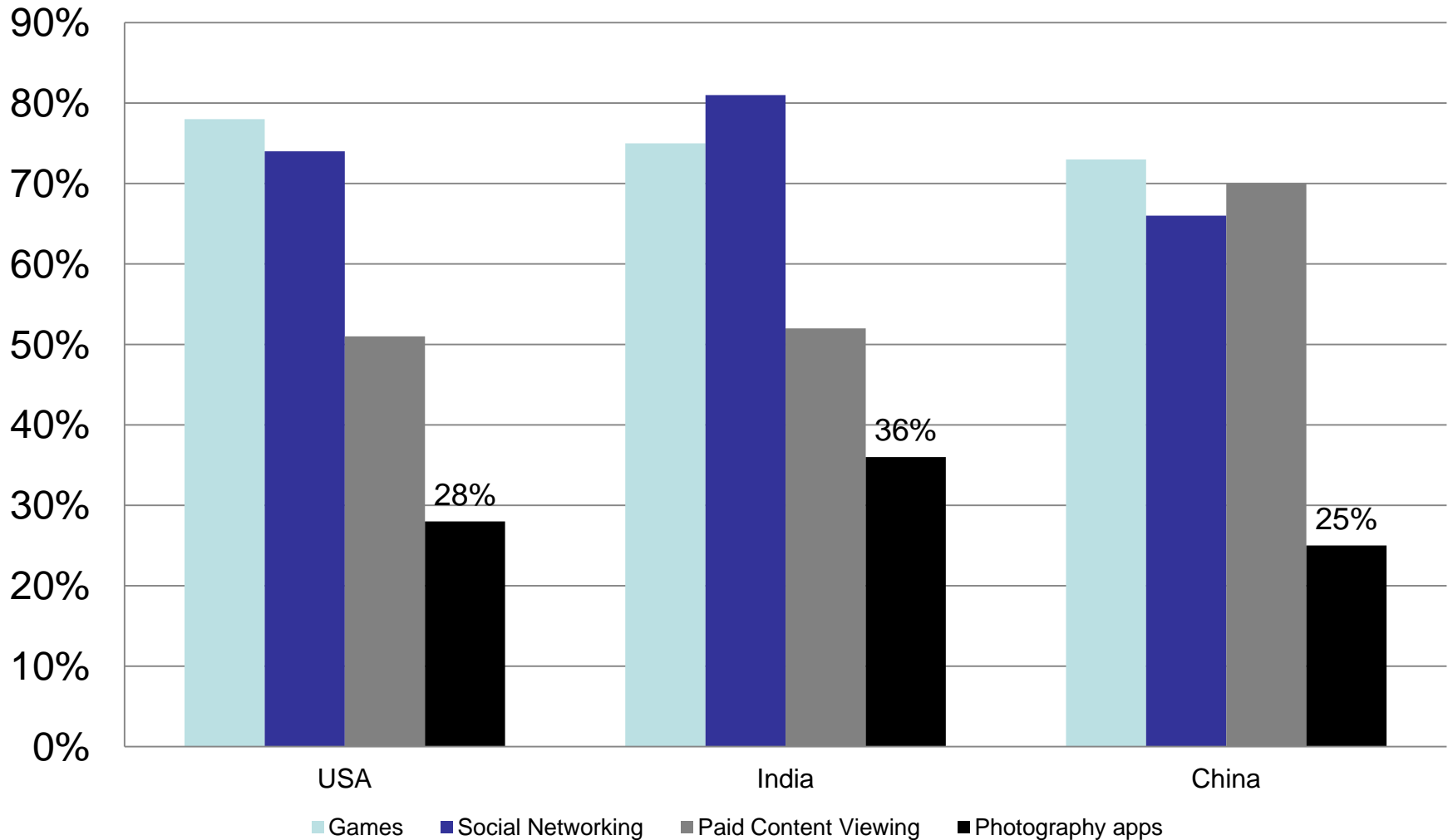




Connected Photography Will Drive Edge Storage Performance



Consumer Tablet Usage Revolves Around Paid and User Generated Imaging



Source: IDC 2013 Tablet Owner Survey, N= 800 per country



OEMs choosing to offload storage requirements to removable memory

Note: Images courtesy various device vendors

The World of Today & Tomorrow: Mobile First





Essential Guidance

- Innovation and consumerization are linked
 - 4K, then 6 and 8K multimedia is the future of user generated and production content
 - Computational photography, video-centric capture will drive demand for “living images”
- Mobile-First is not a design choice but a requirement
- Innovation is also about location
 - Content creation and consumption will increasingly occur at the network edge
- The role of local storage will grow as tablets and phones become hubs for data generated from wearable devices
 - Faster read-write speeds needed to keep up with larger volume of data



Chris Chute

cchute@idc.com

@chrischute