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### Focus on Storage Media: Rocketing growth rates – Gigantic dimensions

The demand for storage media seems to grow without limits: From 2003 to 2007 sales of memory cards offered individually, i.e. independently from other products, quadrupled in Germany alone to 19 million items, according to Photoindustrie-Verband and GfK. In terms of megabytes, roughly a 33-fold increase to more than 24 billion was achieved in Germany in the period from 2003 to 2007 in sales to customers – gigantic dimensions.

High-resolution image sensors produce huge image files that require temporary storage, transport and archiving. Neither digital cameras nor camphones or camcorders can work without memory cards as bridge medium. Higher resolution necessitates larger capacities and shorter transfer rates. Currently the average capacity is over 1 gigabyte.

Furthermore, ever faster writing and reading speeds open up the way into the world of video for practical, small storage media, replacing recording on tape or DVD. Flash storage media – originally designed for digital photography – are now incorporated in video recorders, TV sets, MP3 players, navigation systems and Professional Development and Appraisal Systems

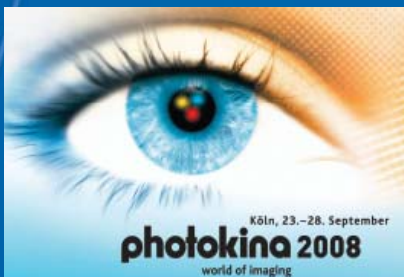
(PDAs). Photography was and is the driver behind these trends toward higher mobility and simple and safe data storage. Immense volumes of data are generated in image recording.

The rising demand for high storage capacities in mobile equipment also results in larger numbers of different formats and form factors. Therefore, straightforward information on suitability and compatibility is very much sought after. At present, mainly four different card families are competing with each other: CompactFlash (CF), Secure Digital (SD), Memory Stick (MS) and xD Picture Card (xD). Currently, SD memory cards and related cards are used most widely in photography, followed by CompactFlash and memory stick storage media. On the xD Picture Card side, many new products now additionally offer SD or CF card slots.

Camphone manufacturers are undertaking to create a new card standard for all mobile digital products. The new Universal Flash Storage Standard (UFS) aims to broaden and improve the compatibility of memory cards as universal bridge medium. With smaller product sizes, this new card standard is to enable higher capacities and faster transfer rates at reduced energy requirement.

Memory cards are increasingly offered also as data carriers for commercial products, such as e.g. photography software, travel guides, navigation systems, movies, games, entertainment or data recovery programmes.

### Small but powerful!



Visitors to photokina – World of Imaging from 23 to 28 September 2008 in Cologne will get first-hand insights into present and future storage technologies.

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