

Semico's Media Alert Coverage  
February 16, 2005  
Storage Search  
Posted By: Zsolt Kerekes  
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**T120 FREE WHITEPAPER Storage Purchasing: Will Today's Choices be Viable Tomorrow? T120** SPECTRA LOGIC

Market research can help you avoid going down a dead end track and being gobbled up by the [failed storage company](#) eating monster.

**Semico to Present at IDEMA 2005 Symposium**

[Phoenix, AZ - February 14, 2005 - Semico Research announced today that Jim Handy, Director of Nonvolatile Memory Services, will participate at the 2005 IDEMA Symposium titled "Small Form Factor HDD & Flash Memories: Coexistence or Competition."](#)

The symposium opens on February 17, 2005, at the Santa Clara Westin Hotel in Santa Clara, California, and will focus on the attributes of both magnetic hard disk drives and semiconductor flash memories for specific applications, and will attempt to answer the question on how these two technologies will either compete or coexist in today's market.

"Tiny disk drives have suddenly started to show up in markets that were previously reserved for flash memory," said Handy. "This leaves some flash companies wondering what lies in store for them - will tiny hard drives eventually displace the majority of flash?"

Mr. Handy's talk, which is titled, "Flash HDD - What Will Consumers Want?", will compare and contrast how both flash and HDDs solve the consumer's needs, and how the increasing storage capacity of both technologies will cause applications to migrate from one technology to another, and perhaps back again. [...Semico Research profile, Market research, Storage Events, Hard disk drives](#)

**European SAN Storage Survey Report Available**

[DUBLIN, Ireland - February 4, 2005 - Research and Markets](#)

**Market research companies & storage market analysts which have been featured in STORAGE News**

- [Aberdeen Group](#)
- [ACSL - \(publisher of STORAGEsearch\)](#)
- [AML-Partners](#)
- [Analysys](#)
- [Baroudi Floor](#)
- [Carmel Group](#)
- [Clear Thinking Research](#)
- [Coughlin Associates](#)
- [Customer Respect Group](#)
- [Dell'Oro Group](#)
- [DISK/TREND](#)
- [Downes Strategic Marketing](#)
- [Enterprise Storage Group](#)
- [Evaluator Group](#)

**The Most Popular Articles on STORAGEsearch.com?**

The top 10 most popular articles read by readers on STORAGEsearch.com in January 2005 - were as follows...

- [Squeak! - the 10 biggest storage companies in 2006](#)
- [Squeak! - the Fastest Growing storage companies](#)
- [Squeak! - the Top 10 storage software companies](#)
- [Squeak! - the Solid State Disks Buyers Guide](#)
- [Serial Attached SCSI - Delivering Flexibility to the Data Center](#)
- [NAS, DAS or SAN? - Choosing the Right Storage Technology](#)
- [Squeak! - Venture funds in storage](#)
- [SATA Raids the Datacenter](#)
- [LVD, SE, HVD, SCSI compatibility - or lack of it](#)
- [Disk to Disk Backup versus Tape - War or Truce?](#)

**the Top 20 Most Popular Storage Categories**

The top 20 most popular storage categories on STORAGEsearch.com in January 2005 were as follows...

- [NAS](#)
- [Solid state disks](#)

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