

Points of Interest

It is estimated that 375 billion digital photos* were taken over the last year. All of these photos are piling up on PCs and causing an explosion in hard drive consumption.

*1000Memories.com estimates 2.5 billion people in the world today have a digital camera. If the average person snaps 150 photos this year that would be a staggering 375 billion photos. Sept. 15, 2011

The Problem

Realistically, users don't know how much hard drive capacity they need over the life of their PC.

New PCs ship with hard drive capacities limited by what manufacturers can afford in their Bill of Materials in order to meet a certain price point.

But as disk drive usage increases and available drive capacity shrinks, system performance begins to degrade when the drive does not have enough 'swap space' to properly manage new applications and their associated files.

The Impact

Users delete and/or move files to free up space, buy a new external drive, or replace the internal drive. These actions constitute a major inconvenience and additional expense to users.

Additionally, external drive solutions often make it difficult and inconvenient to manage music and other DRM-protected items.

And users increasingly have security concerns when replacing a disk drive, since all their data remains on their old drive until completely purged.

The Result

An excess number of disk drives is cycling into the environment when PC OEMs do not ship enough storage capacity with their PCs.

OEMs worldwide desperately need another product offering that has an associated lifecycle revenue source.

GreenDisc Technology

Adding more green space

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The Solution

GreenDisc Technology, DDNi's patent-pending capacity-on-demand feature delivers the solution

- OEMs can now provide a new, highly desirable, environmentally "green" feature.
 - OEMs can immediately ship a product that drives new lifecycle revenues worldwide.
 - OEMs can simplify their SKU management.
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- Users can expand their internal drive to a higher capacity level when they need it.
 - Users won't experience poor system performance due to limited drive capacity.
 - Users can avoid time consuming, inconvenient, and confusing choices when they run short of disk drive space.
 - Users can quickly and seamlessly upgrade their drive capacity at any time; they already have everything they need.
 - Users know they are being environmentally responsible by reducing the number of disk drives cycled into the environment.
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Green factoids

41.1 million
desktops &
laptops

The EPA estimates that 29.9 million desktops and 12 million laptops were discarded in 2007. That's over 112,000 computers discarded per day!

68 percent of consumers stockpile used or unwanted computer equipment in their homes. (Approximately 66M PCs as of 2007)

68% of
consumers
stockpile

PCs are costly
to manufacture

To manufacture one computer and monitor, it takes 530 pounds of fossil fuels, 48 pounds of chemicals, and 1.5 tons of water.

Source: EPA September 2009;
[Computers and the Environment](#),
Kuehr & Williams

DDNi
Digital Delivery Networks, Inc.
www.DDNi.com



an OASIS Technology

