

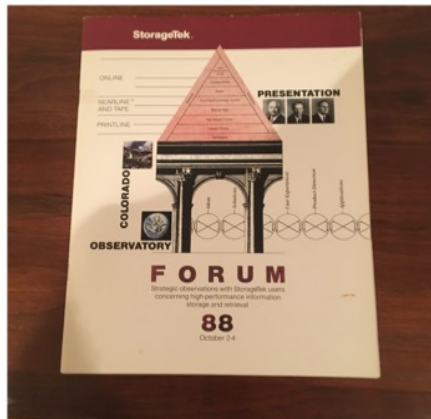
The Origin of Moore's Pyramid

Defining the Data Storage Hierarchy



1987 – The original data storage pyramid arrives in a fold-up assembly highlighting the StorageTek product lines. The hierarchy included the first SSD (the 4305), online disk, manual tape and printers for hardcopy storage.

The idea came to me in 1986 from a similar shaped pop-up cardboard pyramid in my hotel room in Osaka Japan advertising vacations for a travel agency.



1988 – The First StorageTek User Forum featured the storage pyramid with the newly announced Nearline robotic tape library (Silo) which finally established a new level of the storage hierarchy between online and offline – called Nearline.™



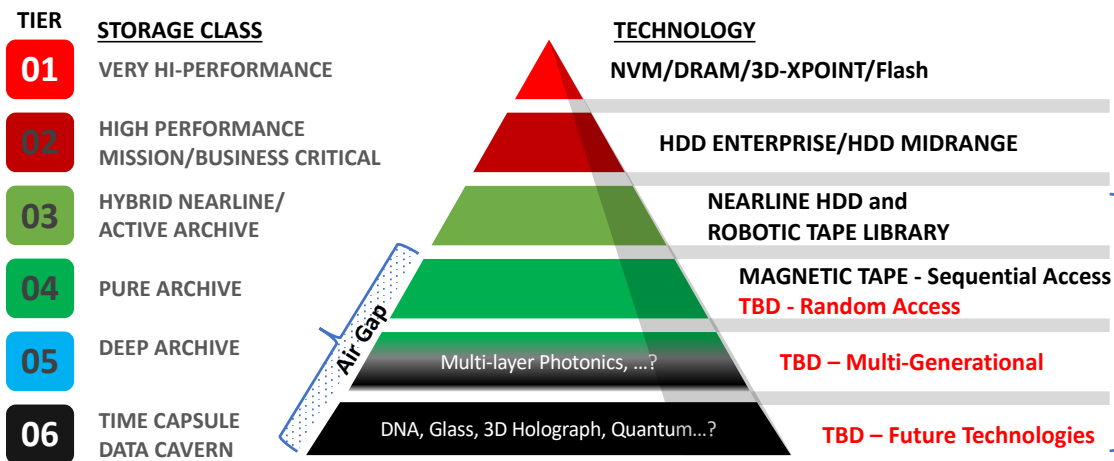
1989 – Plexiglass paper-weight pyramids were given as gifts and awards for StorageTek customers and employees. The pyramid has defined the core of the storage industry since.



Moore's Pyramid: Developed by Fred Moore President, Horison, Inc.



By 2025 a New Archive Paradigm Will Be Required – *The Infinite Archive*



What's at Stake

60 - 80% of All Data

- New random access, exascale mass storage technology needed.
- Deep archives, longest life media, minimal remastering effort.
- Purchase price ~\$1-2 /TB, negligible TCO.



NO electricity means **NO** IT industry

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