

# Tape Media Update

Presented at Library of Congress DSA Conference,  
Washington D.C.

March 27-28th, 2023

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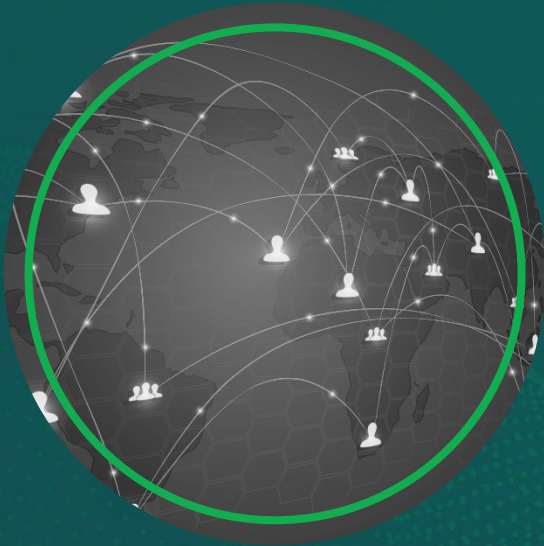
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**FUJIFILM**  
Value from Innovation

# FUJIFILM Corporate Overview



**\$22.9B**  
REVENUE



**280**  
SUBSIDIARY  
COMPANIES



**75,474**  
EMPLOYEES  
WORLDWIDE



**\$1.4B**  
R&D SPEND

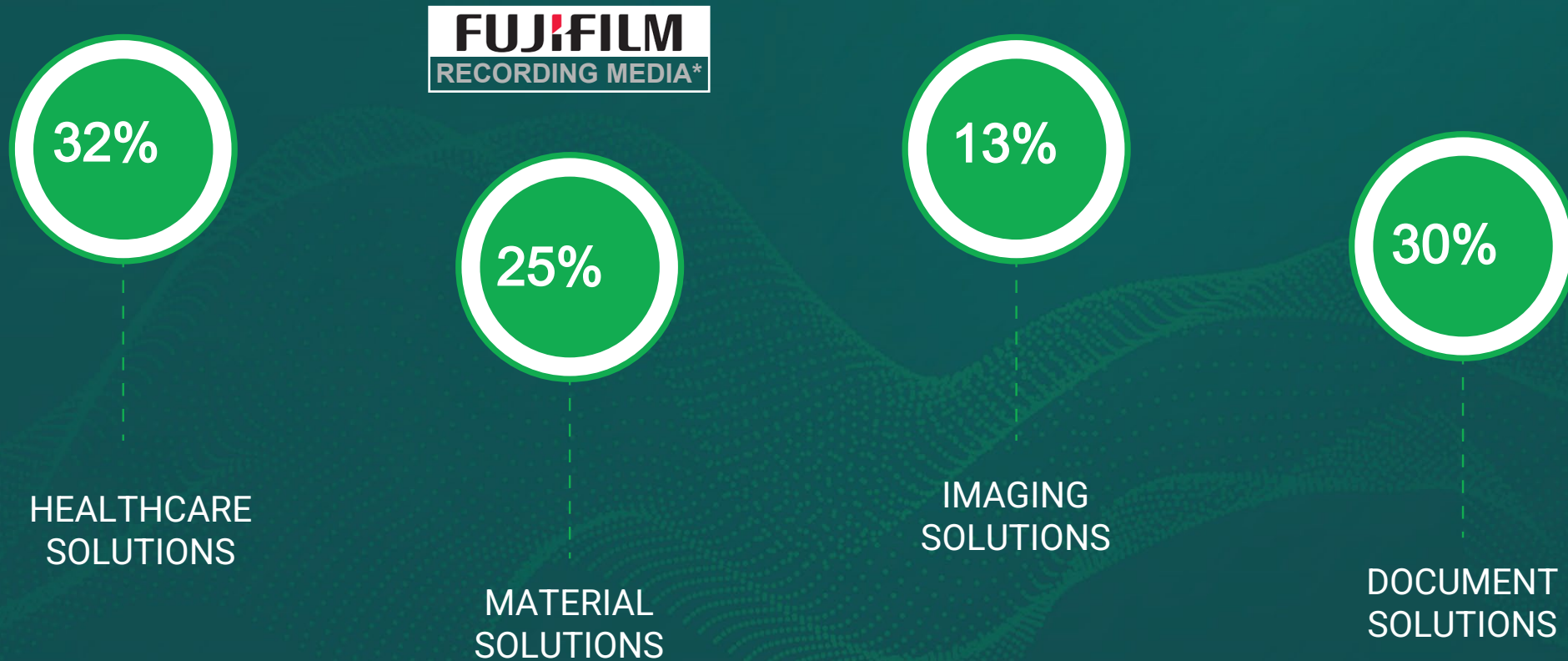
# 2022 Patent Awards

# TOP 50

FUJIFILM Ranked 48<sup>th</sup> out of 1,000 companies for the most patents awarded in 2022



# FUJIFILM Corporate Overview



# 70 years of Tape Technology!!!



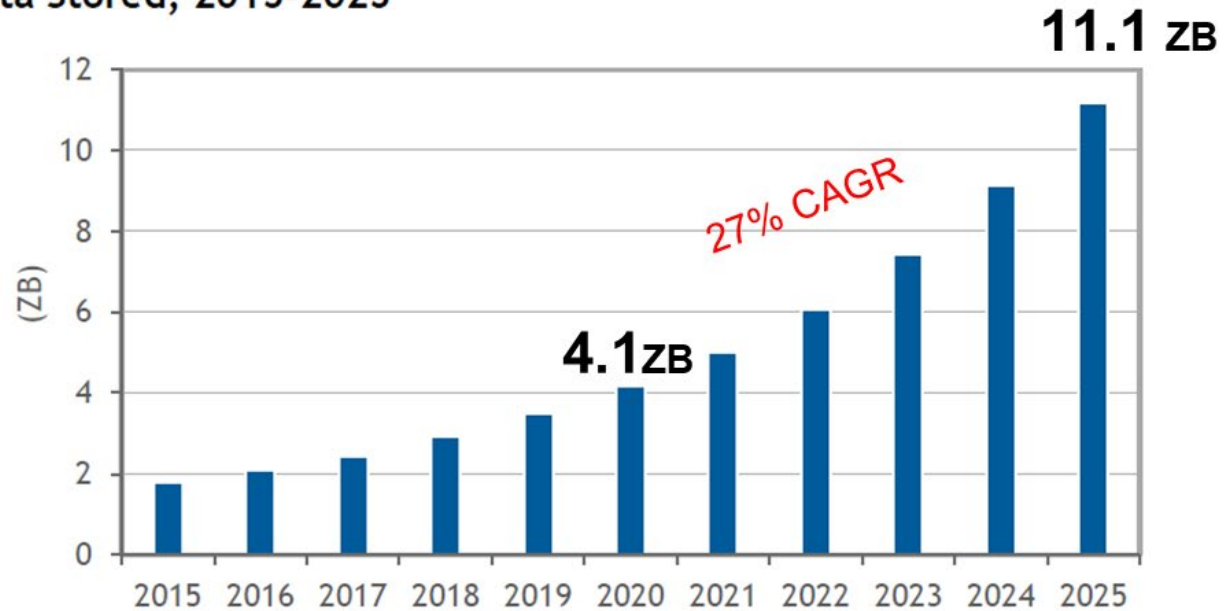
- **Rapid growth and volume of data in ZB age**
- **Increasing value of data and cybersecurity risk**
- **Longer retention periods, need for long term, reliable storage**
- **Limited IT/storage budgets, energy/carbon concerns**
- **Better understanding of data profiles (Hot, Warm, Cold)**
- **Ability to automate data movement to the right tier of storage, at the right time and at the right cost!**



# Zettabyte Age Storage

FIGURE 1

Global Data Stored, 2015-2025

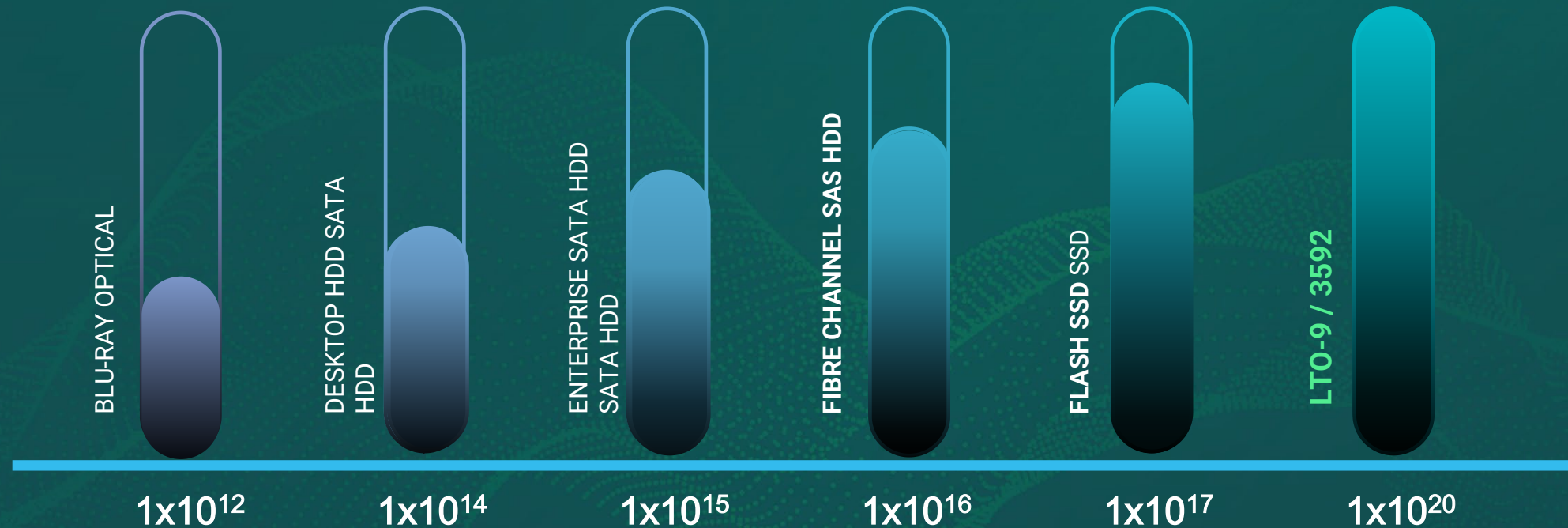


Source: IDC Global StorageSphere, 2021

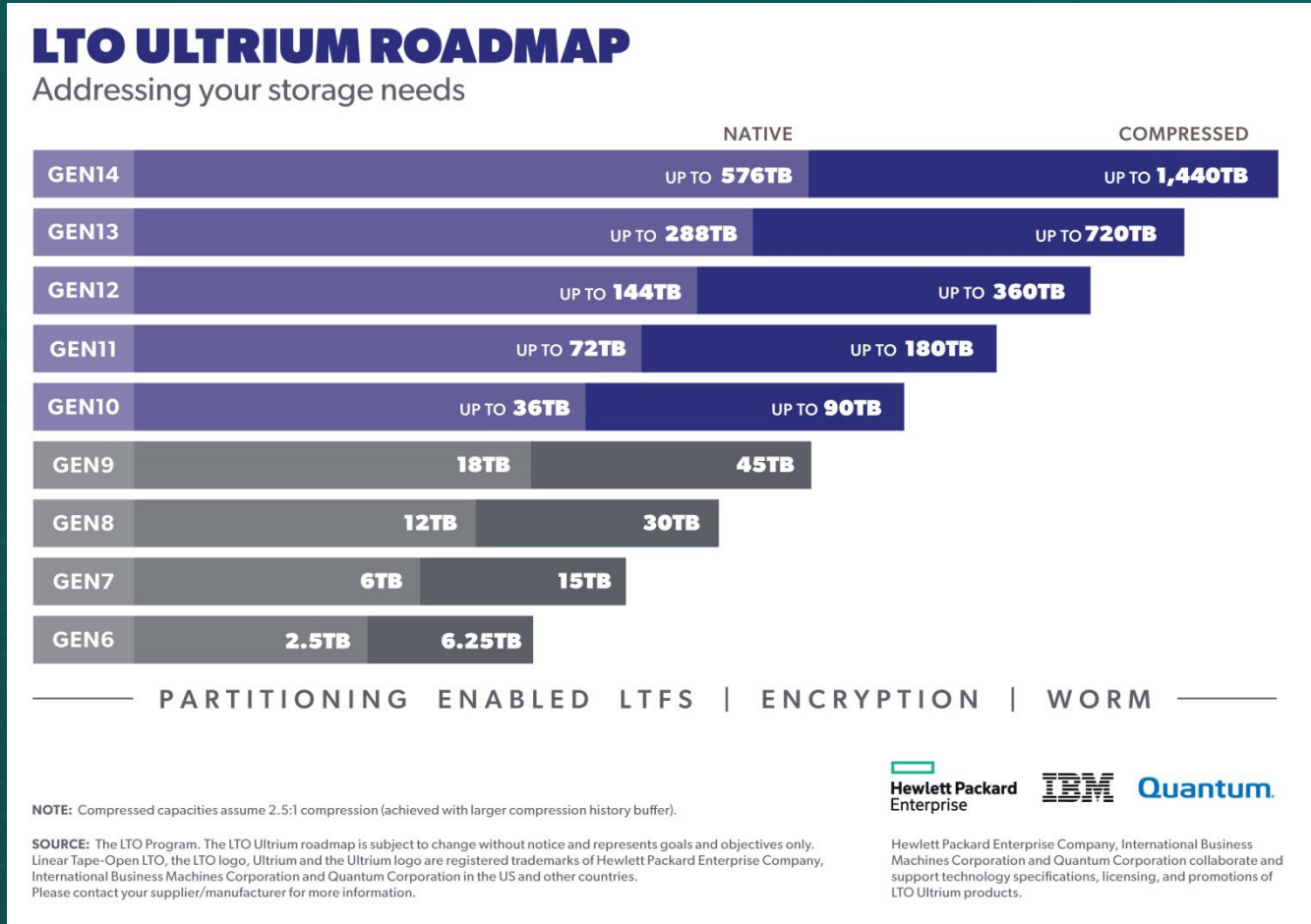
Note: 1 zettabyte = 55 million 18 TB HDDs or 55 million 18 TB LTO-9 tapes

# Reliability Relationships : HDD , SSD , Tape

Tape's bit error rate is four orders of magnitude better than disk making it the most dependable storage available



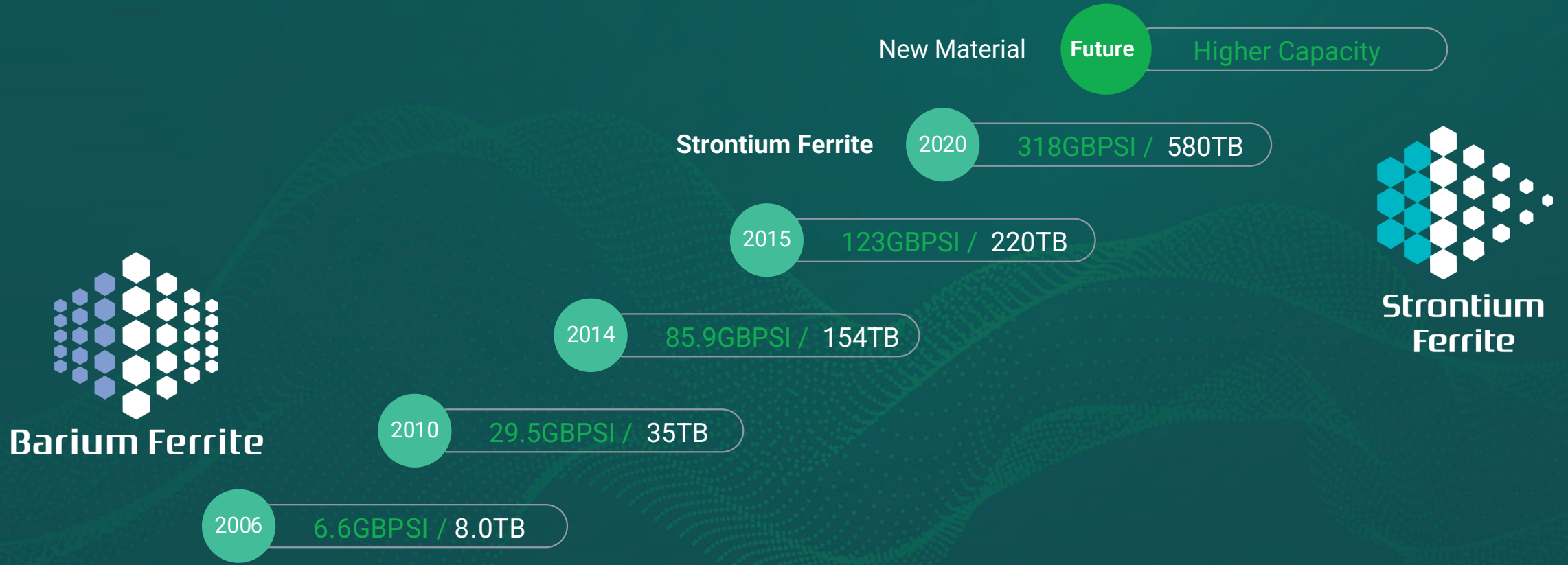
# New LTO Roadmap, Sept. 2022





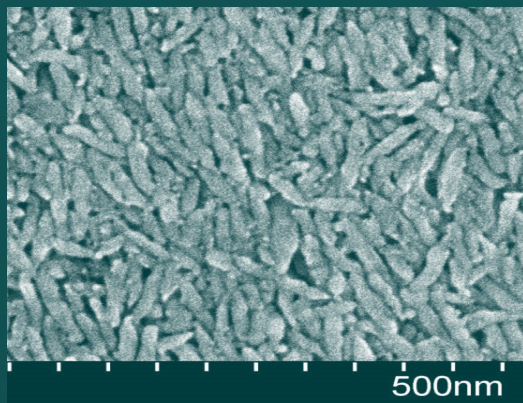
# IBM / Fujifilm Tech Demos

Ability to meet future capacity demands when the market is ready



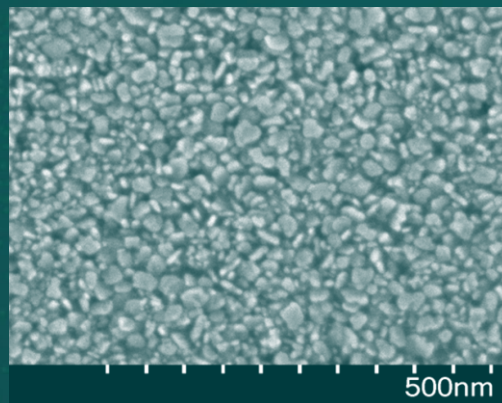
# Metal Particle vs. Barium Ferrite vs. Strontium Ferrite

1994



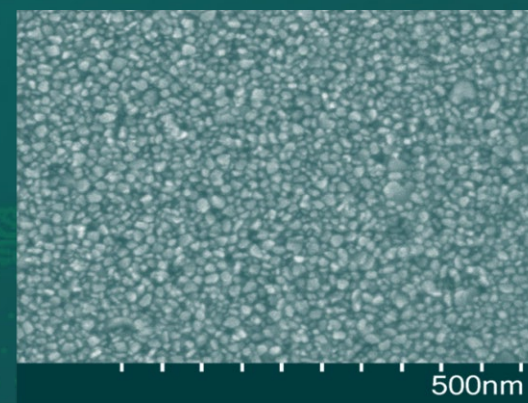
**Legacy Metal  
Particle**

2001



**BaFe  
Particle**

2022



**SrFe  
Particle**

# Final Thought:



The strategic move for  
a transforming world.

45TB Capacity. Cost Savings.  
Air Gap Security. Eco-Friendly.

**FUJIFILM**

**FUJIFILM**  
LTO  
Ultrium 9  
DATA CARTRIDGE

18TB  
NATIVE

45TB  
COMPRESSED