



EMC UNVEILS RECORD-BREAKING STORAGE INNOVATIONS

Storage Leader Kicks off 2011 with Storage Industry's Largest Ever Product Launch

News Summary:

EMC executives, including Chairman and CEO Joe Tucci, today will kick off a three continent, multi-day series of press, analyst, customer and partner events that highlight record-breaking new innovations and technological achievements resulting from a multi-year investment in the build out of a next-generation storage family (view webcast here). As part of these events, attendees will witness daredevils and others attempt to break several Guinness World Records all with a storage twist.

More than 40 new storage technologies and products being introduced are part of the broadest set offered by any one company, reinforce EMC's leadership in one of the hottest sectors of the technology industry and powerfully position EMC at the intersection the major trends driving information growth including cloud computing and Big Data applications.

The new EMC VNXe systems are the most simple, efficient and affordable unified storage systems available and are designed specifically for small and medium-sized businesses.

The new EMC VNX family of unified storage systems consolidates the numerous leading capabilities of EMC CLARiiON and Celerra systems into a single set of powerful arrays that are easy to manage and 3 times simpler, more efficient and faster than previous systems.

Innovative new software for EMC Symmetrix VMAX storage systems make them the most powerful, trusted and smartest systems available. The new features include a new version of FAST (Fully Automated Storage Tiering) software that automatically optimises where data is located as well as a new operating environment that doubles system performance with no hardware upgrade required.

New high performing versions of Data Domain deduplication storage systems that are 7 times faster than the competition and the new Data Domain Archiver system shatter performance records and redefine how enterprises backup, archive and restore information.

For the multimedia version of this press release and related content, please go to: <http://www.emc.com/about/news/press/2011/20110118-01.htm>

Full Story:

SYDNEY 18 January 2011 EMC Corporation (NYSE: EMC), the world leader in information infrastructure solutions, today further extended its lead in all major storage markets with the announcement of a record-breaking number of new systems and capabilities designed to make it simpler than ever for businesses and organisations of all sizes to harness and exploit the massive amounts of information they generate each day.

EMC today introduced multiple new storage systems and software features more than 40 new technologies and products in all including new arrays for small and medium-sized businesses (SMBs), new unified systems for the midrange, new software for its high-end systems and new disk-based backup and recovery and archiving systems. The technologies are part of a multi-billion dollar investment in storage that positions EMC at the intersection of all the major trends that are driving massive information growth, including cloud computing and Big Data applications.

New Hardware and Software Highlights:

The world's most simple, efficient and affordable unified storage array is the new EMC VNXe storage system, which is designed specifically for SMBs and offered through EMC partners. With a starting price of under \$10,000 (USD), the VNXe can be configured in minutes by IT generalists to support virtual servers and hundreds of email users. It offers advanced storage technologies with an intuitive, easy-to-use interface for set-up, management and serviceability.

The new EMC VNX family of unified storage systems converge EMCs market leading CLARiiON storage area network (SAN) systems and number one Celerranetwork attached storage (NAS) systems into a single, easily managed and powerful family of unified storage arrays that are 3 times simpler, more efficient and faster and have the full suite of functionality of its predecessors (see separate release).

Innovative new EMC Symmetrix VMAX software technologies that make it the most powerful, trusted and smartest storage array in the world and capable of supporting petabytes of information and up to 5 million virtual machines. Among the multiple new features are an advanced version of FAST (fully automated storage tiering) software that automatically optimises the array based on data usage; new server virtualisation, security and federation capabilities; and new operating software that doubles system performance with no hardware upgrade required (see separate release).

New Data Domain backup and archiving capabilities including new systems that are 7 times faster than the competition, providing the industrys fastest backups and new Data Domain Archiver systems, the industrys first deduplication system designed exclusively for long-term disk-based retention of backups. (see separate release).

Customer and Partner Quotes:

2010 was a record-breaking year for Audi and just as our business has grown, so has the amount of data we generate in the development of new products and technologies like electric and hybrid drive systems. Weve worked closely with EMC for many years to deploy the latest storage technologies to improve efficiencies, performance and to automate IT processes so that our technical staff can focus more of their time on business initiatives. As a global company and brand, it is important for us to work with industry leaders like EMC to support our virtual infrastructure. These new EMC storage features and systems will play a key role in the IT environment as we introduce new models and expand in markets around the world.
Mr. Klaus Straub, Chief Information Officer, Audi

Advancing the capabilities of storage systems is critical to meeting the challenges brought by the staggering growth of traffic across the internet and new complexities facing data centers today. The scalable architecture delivered by the Intel Xeonprocessor family with advanced storage technologies has enabled EMC to offer innovative solutions across their product line, top-to-bottom, from small businesses to the largest enterprises."

Kirk Skaugen, Vice President, General Manager, Data Center Group, Intel Corporation

VMware and EMC share a vision of helping customers transform their IT infrastructures through cloud computing, and virtualisation is at the foundation of this shift affecting customers of all sizes. Our technologies are tightly integrated and together provide a key enabler for the enterprise hybrid cloud, simplifying information management and increasing the efficiency and agility of the entire infrastructure.

Paul Maritz, President and CEO, VMware

Industry Analyst Quote:

EMC already had about the deepest product portfolio in the industry, and it just got even deeper. The company continues to innovate in some of the areas that matter most to customers across a spectrum of use cases and a spectrum of markets.

Steve Duplessie, Senior Analyst at the Enterprise Strategy Group

EMC Executive Quotes:

What youre seeing today is EMC doubling down on its core franchise: storage. The technologies are changing, the use cases are changing and the consumption models are changing. These new products and capabilities put us in an excellent position to capitalise on the major trends in the IT industry and place us squarely at the intersection the biggest ones: cloud computing and Big Data.

Joe Tucci, EMC Chairman and CEO

Our customers and partners see the future of IT coming and EMC is again preparing them for change. These new products are part of the largest launch ever and reflect the best-of-the-best in the storage industry spanning virtually the entire spectrum. For 13 years EMC has been number one in storage and we have been at the forefront of all the major trends and have helped our customers prepare for information growth that was first measured in gigabytes, moved to terabytes and then petabytes and will soon be measured in zettabytes.

Pat Gelsinger, EMC President, Information Infrastructure Products

About EMC

EMC Corporation (NYSE: EMC) is the worlds leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMCs products and services can be found at www.EMC.com.

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Forward-Looking Statements

This release contains "forward-looking statements" as defined under the Federal Securities Laws. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in information technology spending; (iii) our ability to protect our proprietary technology; (iv) risks associated with managing the growth of our business, including risks associated with acquisitions and investments and the challenges and costs of integration, restructuring and achieving anticipated synergies; (v) fluctuations in VMware, Inc.'s operating results and risks associated with trading of VMware stock; (vi) competitive factors, including but not limited to pricing pressures and new product introductions; (vii) the relative and varying rates of product price and component cost declines and the volume and mixture of product and services revenues; (viii) component and product quality and availability; (ix) the transition to new products, the uncertainty of customer acceptance of new product offerings and rapid technological and market change; (x) insufficient, excess or obsolete inventory; (xi) war or acts of terrorism; (xii) the ability to attract and retain highly qualified employees; (xiii) fluctuating currency exchange rates; and (xiv) other one-time events and other important factors disclosed previously and from time to time in EMC's filings with the U.S. Securities and Exchange Commission. EMC disclaims any obligation to update any such forward-looking statements after the date of this release.

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