



Study projects nearly 45-fold annual Data Growth by 2020

Cloud Computing To Stimulate More than US\$1 Trillion in Incremental Business Revenue by 2014

Sydney, Australia 5May 2010 EMC Corporation (NYSE:EMC), the world leader in information infrastructure solutions, today announced results of the new EMC-sponsored IDC study titled The Digital Universe Decade Are You Ready? [1] This fourth update to the groundbreaking Digital Universe data growth rate study measures and forecasts the vast amount of digital information created and copied annually and its implications for individuals and Information Technology professionals worldwide.

2010 Tally Equals 100 Years of Tweets, 75 Billion iPads

In 2009, amid the global financial crisis, the amount of digital information grew 62% over 2008 to 800 billion gigabytes (0.8 Zettabytes). One Zettabyte equals one trillion gigabytes. The amount of digital information created in 2010 (1.2 Zettabytes) will equal:

The digital information created by every man, woman and child on Earth Tweeting continuously for 100 years

75 billion fully-loaded 16 GB Apple iPads, which would fill the entire area of the MCG to the brim 27 times, the Sydney Harbour Tunnel 104 times, Sydney Opera House 31 times, or the Sky Tower in Auckland 3,093 times

A full-length episode of Channel 7's hit series "Home and Away" running continuously for 62.5 million years

Moreover, the number of files, images, records and other digital information containers will grow by a factor of 67, each needing to be managed, secured and protected. Despite this growth, the number of IT professionals globally will grow only by a factor of 1.4. The cumulative effect is driving CIOs to seek out new levels of agility, efficiency and control by moving quickly toward private cloud computing environments.

One-Third of All Digital Information to Live In, Pass Through the Cloud

The amount of digital information created annually will grow by a factor of 44 from 2009 to 2020, as all major forms of media voice, TV, radio, print complete the journey from analogue to digital.

By 2020, more than 1/3rd of all digital information created annually will either live in or pass through the cloud.

Based on the use of cloud computing services by companies to reduce the portion of their IT budget devoted to legacy system maintenance, IDC estimates that the increase in IT dollars spent on innovation could drive more than \$1 trillion in increased business revenues between now and the end of 2014. This projection will increase substantially as private cloud and other cloud computing models move into mainstream adoption.

By 2020, the percent of digital information requiring security beyond baseline levels will grow from 30% to 50%.

35% more digital information is created today than the capacity exists to store it. This number will jump to over 60% over the next several years.

More than 70% of the Digital Universe is generated by individuals. But enterprises have responsibility for the storage, protection, and management of 80% of the Digital Universe. This enterprise liability will only increase as social networking and Web 2.0 technologies continue to invade the enterprise.

The data growth rate study is available for download. The EMC Digital Universe page also features previous versions of the study as well as the worldwide Information Growth Ticker, which is constantly updated to reflect the data growth rate so far this year, and the Digital Footprint Calculator, providing an up-to-the-minute view of how fast an individuals personal digital universe is expanding.

To view the multimedia version of this press release and related content, please go to: <http://emc.com/about/news/press/2010/20100504-01.htm>

EMC QUOTE

Joe Tucci, Chairman and CEO, EMC Corporation

This years Digital Universe study exposes many of the most pressing short- and longer-term strategic issues CIOs grapple with as they map out their IT strategies and investments. Theyre quickly discovering that, to remain in the game, they need to do things differently, transforming traditional infrastructures into private cloud data centres that offer internal and external customers IT as a service. Private cloud computing, the next major wave of IT, takes them there, promising new and increasingly automated ways for enterprises and consumers to manage and secure this unyielding onslaught of information.

About EMC

EMC Corporation (NYSE: EMC) is the worlds leading developer and provider of information infrastructure technology and solutions that enable organisations 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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[1] IDC Digital Universe Study, sponsored by EMC, May 2010

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