

In a bid to protect the HDD industry from the flash-based storage Western Digital, HGST, Seagate and Toshiba join forces in the Storage Products Association (SPA).



"HDDs are a crucial technology for storing the ever expanding data that humans and our machines are generating," Coughlin Associates says. "HDDs combined with flash memory can provide users the speed they need while providing affordable mass storage. With continued development of advanced storage technology and storage architectures these amazing storage devices will provide a home for the world's accessible data and serve every type of content users for many years to come."

Launched at the Flash Memory Summit 2013, the SPA promises a "forum to educate and advocate about the role of HDDs and SSHDs in consumer and business environments." Its membership lacks the likes Samsung, SanDisk, Micron, Intel, SMART Storage, LSI, Fusion-io, OCZ, Plextor, SuperTalent, Kaminario and Violin Memory-- flash makers, in other words.

However it is interesting to note WD, HGST and Seagate also have investments in flash. Toshiba does not, since it prefers to focus on its HDD operations.

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