



LTO NewsBytes



Tackling Big Data with LTO Tape

Each day, more than 2.5 quintillion (2.5×10^{18}) bytes of data is created. That's the equivalent of the creation of 500 new websites, 48 hours of video, or a quarter of a billion emails sent – every minute of the day.

Today, this trend is increasingly being driven by mobile devices and social technologies that are capturing and generating data with which we interact daily, mapping our world and how we interact within it. The analysis of this data will reveal simple things such as which products we buy at the supermarket, traffic patterns, or even more complex tasks, such as mapping the human genome or analyzing complex shipping schemes.

Analyzing vast amounts of data leads to a lot of exciting possibilities. With it, we're able to garner insights that wouldn't have been available before; leading to more informed decisions, providing customers with more informed recommendations, analyzing travel patterns to better design infrastructure, and potentially improving our health via genome mapping.

Amid this enormous amount of data that's being captured, the question arises about how it should be kept. It's obvious that as more and more data is collected, storing and accessing it becomes more complex and expensive. Most options – like disk and cloud storage – can be convenient, but potentially expensive, in the case of disk, in particular, if that data doesn't need to be accessed frequently. Simply deleting data to reuse storage media might not be an option, as it can defeat the very purpose of collecting it in the first place and recreating the data, in many cases, might not be possible.

That's where LTO tape fits in. With up to 6.25 terabytes of compressed storage in just one cartridge, it can handle some of the largest sets of data out there. It's reliable, so you know that when you do need to access that data at a later time, you'll have the confidence that it'll be available. With the Linear Tape File System, LTFS, it makes archiving and restoring data using tape easier than ever before. And best of all, it's inexpensive when compared to other storage mediums.

To learn more about how you can take advantage of LTO tape to reduce costs, increase reliability and create more peace of mind, visit the [LTO website](#).

LTFSを使用したLTO-6のテクノロジーに関する詳細は、[ここをクリックしてください](#)

http://www.lto.org/News/LTFS_webinar_Japanese.html

LTO-6 Adoption Outpaces Previous Generation

Earlier this month the LTO Program announced that the adoption rate of LTO-6 cartridges is outpacing the rate experienced by LTO-5 technology. The trend is largely attributed to storage managers looking for a safe, reliable and cost-effective storage solution amid the rapidly-growing amount of data and content that is being generated in the digital era.

To learn more about the announcement, check out our [press release](#).

The LTO Program is on the Road This Fall!

The LTO Program just returned from a busy IBC in Amsterdam, where we had the opportunity to meet with some of the most innovative entertainment technology minds in the industry. If you weren't able to be there, feel free to view the digitour that we showcased during the event. And, if you're attending one of the following events, please stop by to visit:

SNW Fall	Oct. 15th - 17th
Supercomputing	Nov. 18th - 21st

TAPE SAVES

Costs • Energy
Data • Company



If you missed us at IBC you can view our presentation at www.lto.org

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