Fujiwara-Rothchild Ltd., Market Analysis Report

"Possibilities of Optical Disc Archive"

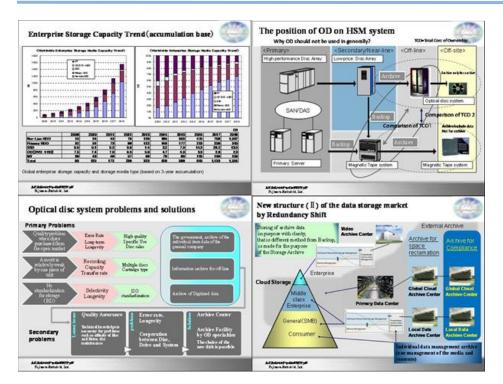
The volume of digital data information is increasing like wildfire on a global scale. Similarly, the total volumes of Storage and archive are expected to rapidly increase along with that. This report will analyze how the Optical Disc Storage is positioned, based on the questionnaire survey to real IT firms, and determine the current issues of the Optical Disc Storage with the aim to examine and provide the steps for the Optical Disc Storage to grow in the future in the context of the global information explosion.

At this moment, despite of the increase of digital data information, the Optical Disc Archive system has not obtained the raison d'etre (importance of existence) in this field. If the marketing style of the Optical archive system should not be changed, it will continue to decrease its portion of capacity.

This report shows the possibilities of success of the Optical Disc archive and the best marketing approach. The analysis is based on the survey from many companies who are using IT system.

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