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## FOR IMMEDIATE DISSEMINATION

### **EMC Inaugurates R&D Centre in Singapore** *South Asia Development Lab demonstrates commitment to Asian customers & strengthens regional collaborations*

**SINGAPORE, 7 November 2007** – EMC Corporation, the world leader in information infrastructure solutions, today announced the opening of its new South Asia Development Laboratory (SADL), located in Singapore's Changi Business Park. The Lab was opened by Singapore's Minister for Trade and Industry, Mr Lim Hng Kiang and EMC's Vice Chairman, William J. Teuber, Jr. in the presence of visiting dignitaries from the local government, academia, and EMC customers and partners.

The opening of the SADL is a significant milestone following EMC's announcement in June 2007 to invest \$250 million in Singapore by 2012, and contains the first EMC E-Lab™ outside North America. Spread over 29,000 square feet, the SADL also includes a separate lab for qualification of next generation digital storage solutions as well as a customer Proof-of-Concept centre. This new R&D centre will leverage EMC's extensive global collaborative efforts with local universities and research institutions, while demonstrating EMC's commitment to its customers in the Asia Pacific & Japan (APJ) region. Once complete, this facility will employ more than 100 engineers.

Commenting at the inauguration of SADL, **Singapore's Minister for Trade and Industry Mr. Lim Hng Kiang** said, "EMC's establishment of SADL in Singapore is testimony to the value that Singapore offers in the development of new information storage and management solutions for the Asia Pacific region. I am confident that more of such investments will be undertaken here, creating many exciting and rewarding jobs."

Speaking at the inauguration, **William J. Teuber, Jr., Vice Chairman of EMC Corporation** said, "EMC is a company built on the commitment of developing innovative and market leading information infrastructure solutions that meet real customer needs. It is through our strategy of leveraging the best resources around the world that enables us to achieve this goal. The South Asia Development Lab in Singapore is a testament to this and the importance we place on Asia Pacific and Japan as a source of growth and innovation for the organization."

"This investment by EMC in Singapore brings our product development and engineering closer to our customers in the Asia Pacific & Japan region," said **Steven Leonard, President of EMC Asia Pacific & Japan**. "EMC continues to invest in the APJ region because our customers here depend on our broad portfolio of technology

and services to build a rock-solid information infrastructure that helps them store, protect, optimize and leverage their information for competitive advantage.”

The E-Lab™ at the SADL will focus on conducting the IT industry’s most rigorous, end-to-end interoperability and integration testing, spanning every major server platform, infrastructure software component and networking element, advancements in product realization, engineering, manufacturing and value and supply chain techniques, tools and technologies. The team at SADL is led by Steven Say, a Singaporean national with more than 20 years of experience in planning, developing and implementing technology infrastructures and services for IT vendors and their customers in the Asia-Pacific/Japan region.

The team at the SADL will work closely with EMC customers, partners and suppliers as well as Singapore’s top tertiary educational and research programmes such as the Data Storage Institute. EMC expects this facility will act as a critical accelerator for the storage and hard-disk manufacturing ecosystem in Singapore, enhancing Singapore’s position as base for high-technology engineering. EMC will continue to work closely with important value-chain partners such Seagate and Hitachi Global Storage Technologies (HGST) in the development and deployment of innovative information-infrastructure technologies.

The inauguration of this R&D facility follows previous announcements by EMC to invest more than US\$1.7 billion in Asia Pacific and Japan over the next five years to strengthen EMC’s R&D, customer support, and go-to-market capabilities in the region.

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#### **About EMC**

EMC Corporation (NYSE: EMC) is the world leader in products, services and solutions for information management and storage that help organizations extract the maximum value from their information, at the lowest total cost, across every point in the information lifecycle. Information about EMC’s products and services can be found at <http://singapore.emc.com>.

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### **Additional Quotes from EMC’s Value Chain Partners**

#### **Seagate**

“EMC has been a key strategic business partner for Seagate, and we look forward to continuing our support for EMC’s next generation digital storage solutions,” said **Dave Mosley, Seagate’s Senior Vice President for Global Disc Storage Operations**. “This new level of partnership in Singapore will further support Seagate and EMC’s continued mutual success.”

### **Additional Quotes from EMC Executives**

“The South Asia Development Laboratory supports our vision of providing customers, partners and even our competitors a unique understanding of how information

infrastructure really works. With SADL, we will be able to use the knowledge learned from our research and immediately apply it into our customers' unique environment for their daily use."

- **Joel Schwartz, Senior Vice President and General Manager,  
Common Storage Platform Operations, EMC Corporation.**

"Our decision to build a research centre in Singapore was also due to three pull factors. First, was the access to highly qualified researchers from local universities and research centers. Second, was Singapore's world-class infrastructure that supports a company like EMC to conduct our research in an optimal environment. Third, was its ideal business location to serve regional and global markets through its excellent connectivity."

- **Ron Goh,  
President of EMC South Asia**

"EMC's South Asia Development Laboratory is a unique resource for the IT industry. With our ability to research, test and proof the interoperability of the industry's components with storage systems, customers will have the power to safely create and manage a supportable multi-vendor environment."

- **Steven Say,  
Director, EMC South Asia Development Lab.**