



CCI REVIEW OF 2009: BLU-RAY AND CONSUMER PERIPHERALS SURVIVE THE DOWNTURN

Positive signs for 2010 in storage and multimedia, according to distributor

16 December, 2009 – UK storage and multimedia distributor CCI Distribution today announced that 2009 has been the year of Blu-ray, with CCI's sales of the optical technology increasing 50 percent compared to the previous year. According to CCI, Blu-ray external drives and media have exceeded all expectations during the past 12 months and are now providing a lucrative revenue stream for retailers, e-tailers and system builders battling the economic downturn.

It was, in contrast, a mixed year for internal and external hard drive sales, however CCI's sales still managed to outperform market expectations, driven by the deals signed with major vendors such as Toshiba, Hitachi and Verbatim.

"While hard drive capacity has increased, it's clear that customers are watching their wallets, choosing to invest in cheaper optical storage products or to make a future-proof investment in Blu-ray," said Nick Preston, sales director at CCI. "However, forecasts predict a 26 percent increase in hard drives sales in 2010, and we're confident of outgrowing the market thanks to the strength of our product portfolio. The demand for digital data shows no sign of letting up; as broadband speeds improve and internet infrastructures improve, high-definition downloads will become the norm and everyone will need somewhere to store this content."

CCI's consumer peripherals sales – incorporating everything from digital photo frames to docking stations and media players – have grown considerably during the past twelve months, and currently account for a significant proportion of CCI's total consumer business.

"The peripherals sales growth is as an indication of how much the typical consumer lifestyle is changing, with digital photos replacing traditional prints and iPod docking stations replacing home stereo systems. Again, this trend will almost certainly continue into 2010 and beyond," added Preston. "We're also seeing a growing demand for network attached storage devices in the home, fuelled by digital age consumers looking to consolidate their devices and build media hubs capable of delivering all of their television, media, DVD and online content."

During 2009 CCI has significantly expanded its product range, while in September 2009 the company launched its Professional Storage division to deliver pre-integrated solutions for small-to-medium-sized businesses, another area CCI sees as key to its growth strategy for 2010.

“Many industries are crying out for advanced storage solutions, which is why we’ve set up the new division. For example, data manipulation within media organisations such as broadcast or publishing houses is a key area – these companies face the challenge of accessing and editing vast quantities of data in short timeframes, and many lack the tools with which to do this,” continued Preston. “CCTV also represents a great opportunity, as modern surveillance technology again requires the ability to store and manage huge amounts of data – not just for security but also for regulatory compliance. All-in-all, it’s clear from both a business and a consumer perspective that storage and multimedia solutions are set to go from strength to strength in 2010, and CCI aims to continue to be at the forefront of new technology.”

About CCI Distribution

CCI Distribution is an independent UK-based distributor of storage and multimedia products for businesses and consumers, and is the leading optical devices distributor in the UK.

CCI is committed to helping vendors’ grow their brand awareness and reputation within the UK market, helping them further develop their supply chains and exposing their products to the widest range of customers – from industry-leading resellers and businesses of all sizes to major high street and online retailers.

Headquartered in Harrogate, with offices across the UK, CCI has achieved significant growth since its formation in 1997. The company has been built on its impressive customer service record and ability to quickly embrace and adapt to changing market conditions, such as the rise of eCommerce and online trading.

CCI now offers more than 1,000 products from global manufacturers such as LG, Hitachi and HP, while its customer portfolio includes leading retailers such as Amazon, Ebuyer, Dixons, PC World, and Argos, as well as key B2B integrators and resellers including Dabs, Insight, Misco and DSGi Business.

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