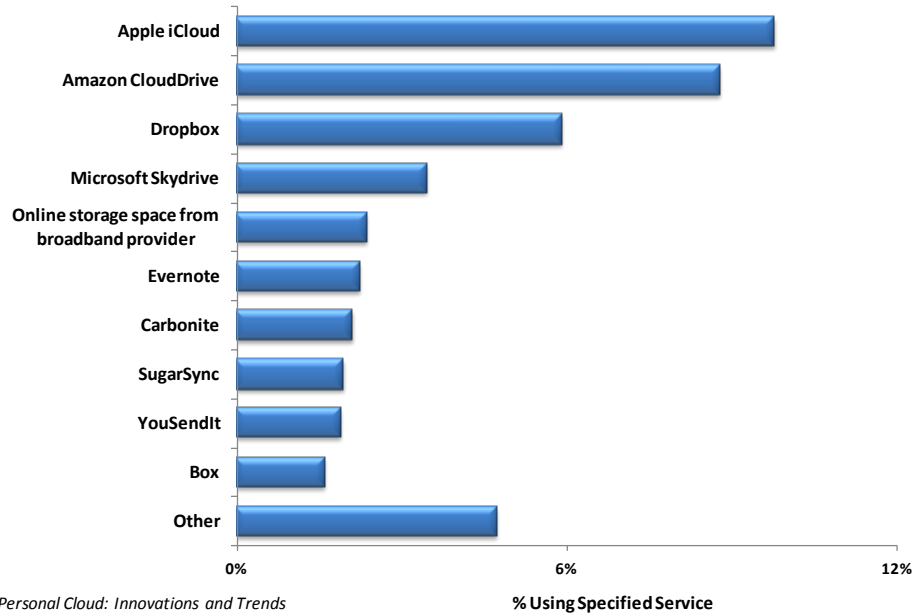


**Synopsis**

*The Personal Cloud: Innovations and Trends* analyzes the global evolution of cloud-based services and products into what has become the consumer's "personal cloud." The report outlines what is included in, the categories of offerings within, and trends that are affecting the market for the personal cloud. This report examines the catalysts and inhibitors for growth, adoption and use, major players within the personal cloud ecosystem, and the future for the personal cloud marketplace.

**Consumers and Personal Cloud Services**

**Use of Cloud Storage Service**  
(U.S. Broadband Households)



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"Consumer-oriented cloud services have seen great innovation over the past year. However, companies throughout the industry have different perceptions of what is meant by 'the personal cloud,'" said Brett Sappington, director of research, Parks Associates. "While some parts of the personal cloud space are seeing incredible growth, others are struggling for revenue and consumer adoption. The future for personal cloud products and services is bright, and as the industry develops, innovators have a great opportunity to introduce unique services that will change how consumers interact with content, devices, and their environment."

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**Attributes**

**Parks Associates**  
15950 N Dallas Expwy,  
Suite 575  
Dallas TX 75248

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Brett Sappington  
Executive Editor: Tricia Parks  
Published by Parks Associates

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