Storage vendor Seagate joins the Digital Entertainment Content Ecosystem (DECE), the consortium of companies behind online movie locker service UltraViolet.



"As a DECE member, Seagate's expertise and perspective on cloud solutions and storage devices will help the organization to evolve those benefits," UltraViolet GM Mark Teitell remarks.

While UltraViolet is best known for streaming it also includes downloads-- meaning Seagate plans to have a foot in the door should the service become more popular with potential customers.

Not to mention UltraViolet content providers will also need more storage for their content servers...

Go UltraViolet