

Splash Entertainment

ATTO Fibre Channel HBAs and Switches Enable 4K Media Workflow Solution

Solution components

Motion Media 4k Studio Bundle:

- Celerity FC-162E Fibre Channel Host Bus Adapter
- FibreConnect 1600 Series Fibre Channel Switch
- Infortrend DS4000 M&E Series 16Gb Fibre Channel Storage Head Units
- Tiger Technology Tiger Serve Shared Storage Workflow Controller

About ATTO Technology

With a focus toward markets that require higher performance, ATTO manufactures Host Bus Adapters, RAID adapters, network adapters, storage controllers, Thunderbolt™-enabled Desklink™ devices, switches and software. ATTO solutions provide a high level of connectivity to interfaces including Fibre Channel, SAS, SATA, iSCSI, Ethernet, FCoE and Thunderbolt. ATTO distributes its products worldwide through Original Equipment Manufacturers (OEMs), Systems Integrators and Value Added Resellers (VARs). www.attotech.com

About Splash Entertainment

Specializing in children's entertainment, Splash Entertainment is an innovator, developer, and producer of original animated television series, properties and brands that are implemented across all digital platforms of the media. The company's library (over 540 half hours) contains content airing in more than 160 territories worldwide. www.splashentertainment.com

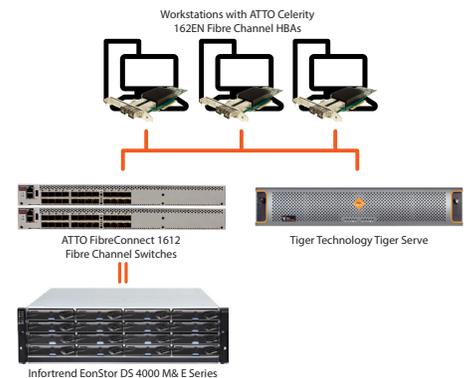
Splash Entertainment, a producer of animated television series shown across a range of digital platforms in more than 160 territories worldwide, was looking to transition to a shared storage solution as it ramped up its operations for feature-length productions. The key goals for the company were to increase performance, scalability and reliability. With the prospect of producing in 4K resolution on the horizon, it also recognized a need to increase capacity and bandwidth.

Bundled for 4K: ATTO Celerity 16 Gb Fibre Channel HBAs and FibreConnect Switches

To facilitate its transition, Splash Entertainment turned to Motion Media, a reseller of leading software and hardware solutions. Motion Media's 4K Studio Bundle is a cost-effective, high-performance solution comprised of proven, industry-standard components. Designed to meet the needs of today's workflows, it enables artists and technicians located globally to connect and collaborate on editing, design, graphics, color grading, online mastering and archiving.

Two key components of the 4K Studio Bundle are ATTO Technology's Celerity™ 16 Gb Fibre Channel Host Bus Adapters and FibreConnect™ 1600 Series Fibre Channel Switches. With speeds up to 1,600MB/s per channel, Celerity 16Gb HBAs support the most demanding application requirements, including high-definition video, rich content databases and other high-bandwidth environments. ATTO FibreConnect 1600 Series switches enable high performance, low latency collaborative workflows and provide Enterprise-level functionality for small to mid-range SANs.

For Patrick Coy, Director of Technology at Splash Entertainment, a main draw of the Motion Media 4K Bundle was ATTO's exclusive MultiPath Director™, a feature incorporated in Celerity HBAs that enables Windows, Linux and Mac workstations to connect directly to Enterprise-class storage. By using redundant data paths to enable failover protection and optimize



data transfers, MultiPath Director provides a completely redundant, high-availability, high-performance storage solution for workstation applications. Said Coy, "Without ATTO's Multipath Director, we would not be able to achieve our goal of delivering the best solution for post-production. Many tests and configurations were tried, but only when using Multipath Director could we achieve acceptable speeds."

The storage component of Motion Media's 4K Studio Bundle is provided by Infotrend's DS4000 M&E Series. With up to 11,000MB/s read and 4,200MB/s write speeds, this mid-range option from Infotrend is designed to handle high-demand applications such as media editing, databases and VDI. The DS4000 M&E Series can scale up to 436 drives per system and supports SSD Cache and automated storage tiering. For Splash Entertainment, another important ingredient in the 4K Studio Bundle was Tiger Technology's Tiger Serve. An alternative to Avid Unity, Tiger Technology's Shared Storage Workflow Controller provides full Avid file system bin locking capability so entire production teams can collaborate more effectively.