



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Delivers Connectivity Solutions for HP File-based Editing Platform

Amherst, NY (August 7, 2012) – ATTO Technology, Inc. today introduced a new connectivity solution for HP's media and entertainment File-based Editing Platform for Mac[®] environments. This next-generation, end-to-end solution offered by ATTO consists of ATTO's [Celerity 8Gb/s Fibre Channel Host Bus Adapters \(HBAs\)](#), [HP P2000 G3 MSA Storage](#), an [HP SN6000 Fibre Channel Switch](#), an [HP ProLiant DL360 server](#), the [HP LTO-5 Ultrium 3000 SAS Tape Drive](#) series and Quantum's StorNext File System.

This solution has been designed to offer a single application suite for the entire post-production workflow, including editing, graphics, color grading, mastering and archiving activities. The HP File-based Editing Platform enables an end-to-end, high-performance, reliable and affordable solution for post-production companies, news organizations, sports editing, advertising and gaming companies, as well as digital media production and broadcast facilities.

“By leveraging ATTO’s technologies with HP technology, we are able to create a unique workflow solution that meets the needs of end users in a variety of environments,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “We are pleased to work with HP as it provides end-to-end platforms for our core markets, including workstations, servers, storage and tape, all which benefit from enhanced performance when using ATTO storage and network connectivity products.”

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ATTO is showcasing their full portfolio of high-performance connectivity products, including its Celerity 8Gb/s Fibre Channel HBAs and [Thunderbolt™-enabled Desklink™](#) devices, at IBC 2012 in Amsterdam, the Netherlands, September 7 through September 11. Located in Booth 7-F41 of the RAI Exhibition and Congress Centre, ATTO is also showing additional HP-qualified products for a wide spectrum of Fibre Channel, SAS, and Ethernet infrastructure products in Mac OS® X, Windows® and Linux environments.

ATTO Celerity Fibre Channel HBAs feature [Multipath Director™](#), a proprietary technology that provides high performance connectivity for Mac® and Windows® workstations, a solution especially useful in media, entertainment, healthcare, oil & gas, government, education, scientific, advertising, and rich digital asset content creation markets.

ATTO's Desklink™ family of devices consists of [ThunderLink™ and ThunderStream™](#) products. They allow portable devices that, in the past, incorporated interfaces such as FireWire and USB connections, high-bandwidth access to external 6Gb SAS/SATA storage, 8Gb Fibre Channel and 10Gb Ethernet networks via Thunderbolt. These devices enable all-in-ones and laptops connectivity with existing high-performance [HP Converged Storage](#) and [HP Networking](#) environments.

For more information on ATTO's solution for the HP File-based Editing Platform, please visit: www.attotech.com/solutions/HP/pdfs/HP_File-Based-Editing_Platform.pdf. For information on ATTO's solutions with HP technology, please visit: www.attotech.com/solutions/HP or contact an authorized ATTO representative.

About ATTO Technology, Inc.:

ATTO Technology, Inc. is a global leader of storage and network connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of end-to-end solutions to help customers better store, manage and deliver their data. With a focus toward markets that require higher performance, ATTO manufactures host adapters, RAID adapters, network adapters, RAID storage controllers, Thunderbolt™-enabled Desklink™ devices, bridges, switches and software. ATTO solutions are based on providing a high level of connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, 10GbE, FCoE and Thunderbolt. ATTO distributes its products worldwide through Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized distributors.

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