



PRESS RELEASE

Contact: Joshua Gregory
ATTO Technology, Inc.
jgregory@attotech.com
Phone: (716) 691-1999 x159
Fax: (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology Demonstrates High-Performance Storage Connectivity for Audio and Video Environments at IBC

Amherst, NY (September 8, 2010) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, will be showcasing its extensive line of storage connectivity products for demanding digital media applications at the 2010 IBC Show in Amsterdam, the Netherlands. Located in Hall 7, Stand F41, ATTO will be featuring their latest product offerings, including [Celerity 8Gb/s Fibre Channel Host Bus Adapters](#), [FibreConnect™ 8Gb/s Fibre Channel Switches](#), the [FastStream™ SC SAS/SATA RAID Storage Controller](#) with 8Gb/s Fibre Channel connectivity to SAS/SATA storage, and [ExpressSAS 6Gb/s and 3Gb/s SAS/SATA RAID adapters](#), in three live demonstrations aimed at improving workflow performance and productivity.

Fast and Efficient HD Video Streaming

[8Gb/s Fibre Channel Host Bus Adapters](#) and [8Gb/s Fibre Channel Switches](#) – deliver high-performance and high-availability SAN connectivity for digital media environments. The combination of Celerity HBAs and FibreConnect switches creates a collaborative workflow that enables the sharing of digital content with others. With throughput of up to 6400MB/s, this solution allows media and entertainment professionals to edit multiple streams of 4k film or HD video. This demonstration will highlight ATTO's newly-announced [MultiPath Director™](#), the industry's first Fibre Channel solution for workstation connectivity to enterprise-class storage. ATTO's Fibre Channel host bus adapters and switches offer the most extensive interoperability with leading audio and video infrastructure vendors within the media and entertainment industry. ATTO's SAN connectivity solution, featuring Celerity and FibreConnect, is engineered to provide smooth and reliable data transfers, increasing productivity and streamlining workflow processes to help meet project deadlines.

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High-Performance Collaborative Workflows

[8Gb/s Fibre Channel-to-SAS/SATA RAID Storage Controllers](#) – provide shared RAID solutions for real-time applications in video environments. FastStream RAID Storage Controllers allow SAS/SATA JBOD storage to be shared among several workstations without the need for a Fibre Channel switch. This demonstration will also feature the MultiPath Director high-availability workstation connectivity solution. With FastStream, users can edit up to 5 streams of 10-bit uncompressed HD video or 30 streams of DVCPro® HD video with an easy-to-use ExpressNAV™ storage manager for simplistic setup, management and maintenance of all RAID groups. FastStream RAID Storage Controllers provide high-performance RAID protection while maintaining application performance and supporting full stream counts in degraded mode. With proprietary latency-management technologies like [ADS™](#) and [DriveAssure™](#), FastStream is an ideal choice for users demanding uninterrupted access to media and maximum shared storage performance.

Uninterrupted Access to Digital Media Storage

[6Gb/s SAS/SATA RAID Adapters](#) – provide high-performance data protection for HD and SD video workflows. Featuring 6Gb/s SAS technology and ATTO's 18 years of experience developing the ATTO RAID Stack, ExpressSAS RAID adapters provide an intelligent RAID solution for workstations in Direct Attached Storage environments. ATTO's 6Gb/s RAID adapters deliver affordable host-level RAID for high-bandwidth workflows, such as digital content creation, streaming video and video-on-demand. With latency-management technologies like [ADS](#) and [DriveAssure](#), as well as [CacheAssure™](#), a flash-memory protection module that safeguards against the loss of cached data during a power or system failure, ATTO's RAID adapters maintain the highest consistent streaming performance.

“IBC 2010 presents us with a great opportunity to showcase our innovative storage connectivity solutions,” said Tim Klein, President and CEO of ATTO Technology, Inc. “Our products are designed to meet the high-performance streaming demands of users in the media entertainment industry. ATTO is the ideal choice for content-rich media applications and we are looking forward to talking to customers about why we are the power behind the storage.”

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About ATTO Technology, Inc.

ATTO Technology, Inc. is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of solutions to help customers store, manage and deliver their data more efficiently. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, converged network adapters, bridges, switches, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including SCSI, SATA, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors. Contact ATTO: 155 CrossPoint Parkway, Amherst, NY 14068; Phone: (716)691-1999; website: attotech.com.

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