



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology at IBC 2012 - 25 Years of Powering High-Performance Audio and Video Workflows

*Highlighting Thunderbolt™ technology enabled Desklink™ devices and
16Gb/s Fibre Channel Family of Products*

Amherst, NY (August 28, 2012) – ATTO Technology, Inc. announced today it is showcasing its extensive line of storage and network connectivity products at IBC 2012 in Amsterdam, the Netherlands, September 7 through September 11. Located in Hall 7, Stand F41 of the RAI Exhibition and Congress Centre, ATTO will be highlighting its first-to-market 16Gb/s Fibre Channel Family of products and the market's broadest portfolio of Thunderbolt™ enabled devices for laptops, Ultrabooks and all-in-ones. Additionally, three of the top industry storage manufacturers will be using the ATTO stand to display their high-performance media and entertainment solutions. ATTO products are also featured in over 40 partner demonstrations throughout the show.

"We have always found IBC as an excellent venue to illustrate why the leading companies in the media and entertainment industry rely on ATTO," said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. "In our 25th year, ATTO is showcasing the industry's first complete family of 16Gb/s Fibre Channel products and market-leading portfolio of Thunderbolt technology enabled Desklink™ devices."

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ATTO IBC Highlights

- **ThunderLink™ and ThunderStream™ Desklink™ Devices** - [ThunderLink](#) and [ThunderStream Desklink](#) desktop and embedded devices provide Thunderbolt™ technology enabled hosts such as laptops, all-in-ones and Ultrabooks unprecedented access to Fibre Channel SANs, SAS/SATA disk and SAS tape devices and 10GbE networks. These small form factor platforms are becoming more prevalent in professional media workflows, and ATTO's broad portfolio of Desklink devices solves this wide range of connectivity challenges.
- **16Gb/s Fibre Channel Family of Products** – Expanding on the line of high-performance 8Gb/s products, [Celerity HBAs, FibreConnect™ Switches and FastStream™ RAID Storage Controllers](#) add 16Gb/s ultra high-performance to ATTO's Fibre Channel portfolio. This increased bandwidth is ideal for high resolution applications now emerging in editing and post production workflows.
- **ExpressSAS 6Gb/s H6F0 GT** - Featuring 16 external SAS/SATA ports and the latest PCI Express 3.0 bus technology, the [H6F0 GT](#) is ideal for workstation and server integration for media and digital asset management, Video-on-Demand (VOD) and other high-availability and high-performance applications.
- **Multipath Director™** – The industry's first Fibre Channel solution that enables Mac®, Windows® and Linux workstations and/or servers to directly connect to enterprise-class storage. HP, IBM and NetApp will showcase their storage solutions made possible by [Multipath Director](#) at the ATTO stand.
- **Access™ Partner Booths with ATTO Demonstrations**
 - Facilis – Hall 7, Stand D05
 - Huawei Symantec – Hall 9, Stand D15
 - Rorke – Hall 7, Stand K41
 - SeaChange – Hall 1, Stand C27
 - Sonnet – Hall 7, Stand G02
 - Stardom – Hall 7, Stand G09
 - Telestream – Hall 7, Stand D16
 - Tiger Technology – Hall 7, Stand D03

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“We encourage everyone to visit ATTO at IBC to meet with our experts and learn more about our latest technology advancements,” added Arvidson. “By stopping by our partner stands, visitors will clearly understand why for 25 years the leading technology providers in the industry have consistently built their solutions around ATTO innovations.”

For more information, please visit ATTO in Hall 7, Stand F41 at IBC and browse our full line of high-performance connectivity solutions at www.attotech.com.

For information on the ATTO Access™ Program, visit: www.attotech.com/alliances/access.

About ATTO Technology, Inc.:

ATTO Technology, Inc., a global leader of storage and network connectivity and infrastructure solutions for data-intensive computing environments for over 20 years, 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 Fibre Channel, SAS, SATA, SCSI, iSCSI, FCoE, 10GbE and Thunderbolt. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors.

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