



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **ATTO Technology at IBC 2014 – Powering the World’s Content from Creation to Delivery**

*The only company that enables integration of media production workflow into IT infrastructures*

**Amherst, NY (September 8, 2014)** – [ATTO Technology, Inc.](http://www.attotech.com), the recognized leader in powering high-performance audio and video workflows, will showcase the latest solutions that support the ever increasing demands of higher resolutions, multiple formats and full integration with a company's IT infrastructure, at the International Broadcasting Convention (IBC) in Amsterdam, The Netherlands, September 12 through September 16 in the RAI Exhibition and Congress Centre, Hall 7 Stand F.41. ATTO's extensive line of storage and network connectivity solutions will also be seen in over 50 workflow demonstrations throughout the show floor of the industry's top manufacturers, who look to ATTO products as the enabling technology that maximizes the performance of their storage solution.

“This business is about monetizing content. As larger percentages of that content are viewed on a wide variety of devices, at higher and higher resolutions, being able to support this varied workflow, as well as seamlessly integrate into enterprise-level IT infrastructures is essential.” said Wayne Arvidson, vice president of marketing and channels at ATTO Technology, Inc. “As a result, the demand is increasing for faster storage and network connectivity, more integrated asset management, and support for virtualized and big data infrastructures, all of which ATTO is demonstrating in our stand, and via the 50 plus solution partners we have on the show floor. These presentations, coupled with our extensive partner network, are a perfect example of why the media and entertainment industry consistently relies on ATTO to produce high-performance solutions for their entire enterprise.”

Today's workstation-based applications are evolving and demanding more sophisticated, feature-rich storage solutions. These high-end professional environments require multiple users to share access to large amounts of storage while maintaining the high throughput performance rates required for the rich media and content applications they serve. Digital media professionals are driving the needs for more sophisticated configurations, which require multiple users to share a “pool” of storage for continuous access to large amounts of data. As a result, multiple workstations are needed to access storage, and rely on fragmented storage solutions that don't fulfill the high-availability, high-performance demands of digital media applications in shared SAN environments. ATTO will highlight its solution in a demo to this very demanding problem with MultiPath Director™, a feature rich driver found in Celerity™ Fibre Channel host bus adaptors (HBAs) that, when paired with enterprise class storage systems, provides a completely redundant, high-performance storage solution for workstation applications in digital video, audio and content-creation environments. MultiPath Director is the only storage

connectivity solution that allows you to manage multiple paths between Linux®, Mac® and Windows® workstations and servers to connect directly and perform real time editing on enterprise class storage. This high- performance collaborative workflow solution keeps digital media content available in real time for multiple users and allows for significant gains in productivity, minimal downtime and uninterrupted access to enterprise-class storage.

ATTO's Celerity Fibre Channel 16Gb Gen 5 powered HBAs are the industry's first quad channel card, which deliver the highest bandwidth and lowest latency available in the market, as well as reliable and scalable connectivity with twice the maximum throughput of previous solutions. They address the needs of workflows including capture, edit, content management and distribution with extremely fast, efficient and reliable data transfers. In addition to MultiPath Director, Celerity HBAs include ATTO's exclusive Advanced Data Streaming (ADS™) technology which manages latency in real-time environments for the smoothest data streaming and best-in-industry data transfers, eliminating dropped frames and re-rendering. When combined with ATTO's FibreConnect™ 1600 series, which include the 16Gb Fibre Channel switches, it creates a complete SAN connectivity solution with high-bandwidth, low latency and the lowest power consumption in the industry. FibreConnect switches are engineered to deliver smooth and reliable data transfer over a SAN for mission critical applications, such as video streaming and virtualized environments.

Another live demo will stream 4K through the new ATTO ThunderLink™ FC2162, a Thunderbolt™2 desktop device that connects Thunderbolt-enabled workbooks and workstations to a Fibre Channel SAN. The newest extension of the Desklink Device family, features the latest revolutionary I/O technology from Intel®. With transfer speeds at 20Gb/s, ATTO's Thunderbolt 2 ThunderLink Desklink Devices are ideal for the creative professional who needs access to external storage and networks for I/O demanding applications, including 2K, 4K, 3D and ultra-high-definition video post-production workflows. To ensure cross-compatibility, ATTO Thunderbolt 2 products have multiple operating system, port and driver options, enabling users to preserve their existing Thunderbolt investments and maintain compatibility with multiple platforms. ADS Technology provides the fastest, most consistent time-to-data, delivering best-in-industry aggregate bandwidth and predictable data transfers for high performance applications or mobile platform users. ThunderLink Desklink Devices provide Thunderbolt to Fibre Channel, SAS or 10GbE connectivity, enabling all-in-one systems and mobile computing platforms access to 16Gb or 8Gb Fibre Channel SANs, storage devices, Ethernet networks and iSCSI storage at unprecedented speeds. ATTO ThunderStream™ Desklink Devices add RAID technology, creating a robust and embeddable RAID controller for professional and prosumer storage applications. In broadcast and media, lost content means missed deadlines and surpassed budget limits. ThunderStream protects critical data in the event of a drive failure and provides class-leading performance with an easy to use graphical user interface.

Also on display in the ATTO booth will be:

- **FastFrame Network Interface Cards (NICs):** The ATTO family of FastFrame NICs deliver high performance I/O connectivity and lossless ethernet support where guaranteed data delivery rates are required. As a pioneer in iSCSI, ATTO's FastFrame product line has been designed for more rigorous data transfer and reliability standards required for storage interconnect with driver support for Linux®, Mac®, Windows® and virtualized file systems. Available in single, dual and quad-port configurations, the 10GbE NICs can be used anywhere in a high performance infrastructure, including workstations, storage, servers and data center racked servers. Leveraging ATTO's exclusive ADS Technology, FastFrame products provide high bandwidth and managed

latency for high-performance, enterprise-level iSCSI storage as well as standard 10GbE network infrastructures.

- **FibreBridge™ 7500 Storage Controller:** The newest addition to ATTO's portfolio of products brings 16Gb Fibre Channel SAN connectivity and hardware-based data acceleration to low-cost SAS SSD and HDD storage. ATTO's exceptionally fast acceleration architecture has dedicated memory modules and data paths so commands won't have to compete for shared system resources allowing more data transfers at faster transfer rates, an essential requirement for virtualized environments. ATTO's 7500 leverages the highly reliable and proven technology introduced by the FibreBridge 6500 which leading storage companies have installed in thousands of data centers worldwide and enables multisite clustering. Both products feature ATTO's Drive Map Director™ technology which reduces operating expenses by eliminating manual mapping of LUNs and the need to remap LUNs if a drive shelf is removed for maintenance or failure. The FibreBridge family features ATTO's Virtual Device Response technology which enables devices to queue and execute commands on behalf of busy or unresponsive tape storage, reducing the number of failed or incomplete backups.
- **ExpressSAS™ host and RAID adapters:** Optimized for extremely low latency and high-bandwidth data transfer, the wide variety of port configurations and RAID levels offer flexibility and reliability for the most demanding applications. The newest addition to the ExpressSAS family, the 12Gb SAS/SATA HBA provides users with the fastest storage connectivity for video and film production. 12Gb ExpressSAS offers 8 or 16 port configurations, allowing up to 1,200 MB/s per port to enhance the performance of streaming media applications and enables scalability for next generation platforms and infrastructures, all while using up to 70% less power than competitive HBAs. ExpressSAS HBAs expand system performance, extend processing capabilities and reduce overall cost of infrastructure operation.

"For over 25 years, ATTO has been the leader in powering every facet of high-performance audio and video workflows and has revolutionized workflows in media & entertainment from creation to delivery." added Arvidson. "With even more partners than ever demonstrating ATTO enabled solutions, this year's IBC gives visitors the opportunity to experience first-hand why ATTO is the premier choice for infrastructure solutions in the media and entertainment industry."

For a complete list of ATTO's IBC partners or to see a live demo, please stop by ATTO's booth in Hall 7, Stand F.41 or visit [www.attotech.com/IBC](http://www.attotech.com/IBC) . Follow ATTO on Twitter @ATTOTechnology for updates throughout the show.

**Download the ATTO Press Kit for IBC 2014:** <http://www.virtualpressoffice.com/kit/r6m2>

**Purchase ATTO's entire portfolio of connectivity solutions through leading Resellers, System Integrators, the Apple Store and the ATTO Web Store. Learn more:**

<http://www.attotech.com/howtobuy/>

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**About ATTO Technology, Inc.**

In our 26th year, 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 resellers.

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