



The Power Behind the Storage

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

ATTO Technology Celebrating 30 Years of Revolutionizing Audio and Video Workflows at NAB 2018

High-performance storage and network connectivity solutions
to be displayed, including all new Fibre Channel, Ethernet and
Thunderbolt™ products

Amherst, NY (March 19 , 2018) - ATTO Technology, Inc. is showcasing their extensive line of storage and network connectivity products in workflow demonstrations at the 2018 NAB Show in Las Vegas, Nevada April 9 through April 12. Matching this year's NAB theme "Where Content Comes to Life", ATTO will show how their innovations stand alone in helping industry professionals create, manage, deliver and monetize content on any platform.

Located in the South Hall, Lower Level, at **Booth SL8716** in the Las Vegas Convention Center, ATTO will feature their full portfolio of products. This will include the latest 25/50/100Gb Ethernet technology and solutions for guaranteed delivery of content using the highest performing transport available: Gen 6 32Gb and 16Gb Fibre Channel.

Among the innovations on display are ATTO brand ThunderLink® Thunderbolt adapters, Celerity™ Fibre Channel Host Bus Adapters (HBAs), XstreamCORE™ Storage Controllers, ExpressSAS®/SATA HBAs and RAID Adapters and FastFrame™ Ethernet Network Interface Cards (NICs).

"We are excited to illustrate how ATTO's 30 years of innovation has made us the leader in powering every facet of high-performance audio and video workflows," said Tom Kolniak, senior director of marketing at ATTO.

As the only certified Ethernet Thunderbolt adapter and NIC connectivity provider for the Avid NEXIS® series, ATTO is excited to demonstrate the latest advancements in collaborative workflows. Avid NEXIS is a powerful storage system for delivering reliable and superior media performance to accelerate production for media intensive industries. ATTO ThunderLink Thunderbolt adapters and FastFrame NICs offer NEXIS users cross-platform collaboration within workgroups and the ability to scale-out and add clients as workgroups grow. The powerful combination of ATTO and Avid means creative professionals can work on the most advanced high resolution projects through latency management techniques while maintaining smooth data delivery for high-bandwidth applications.

The ATTO booth will also feature:

ATTO Celerity 32Gb/16Gb Gen 6 powered HBA's deliver the highest bandwidth and lowest latency available on 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. ATTO's exclusive Advanced Data Streaming (ADS™) technology manages latency in real-time environments for the smoothest data streaming and best-in-industry data transfers, while ATTO MultiPath Director™ allows not just servers, but Mac®, Windows® and Linux workstations direct connection to enterprise class storage, providing failover and load balancing capabilities across multiple paths of storage.

ATTO ThunderLink adapters provide high-performance storage and network connectivity for Thunderbolt-enabled devices. They allow powerful new portable devices such as all-in-ones and mobile workstations to connect to external SAS/SATA storage, Fibre Channel and Ethernet networks for on location, on-set or in-suite editing and management of data. Highlighted will be the ThunderLink Thunderbolt 3 to 12Gb SAS/SATA adapter with support for the newly introduced LTO-8 tape drive technology.

ATTO FastFrame Ethernet NICs offer a complete portfolio of 10/25/40/50/100GbE connectivity, aggressively tuned for audio and video workflows and outperform competitive products by up to 25%. Quad-, dual-, and single-port 10Gb NICs all include high-quality SFPs, and may also be used with Direct Attach Copper cabling. Single- and dual-port 10GBASE-T cards offer the lowest power and highest performance in the industry. FastFrame adapters include iSCSI support and drivers for Windows servers and workstations, multiple Linux distributions, and macOS®.

ATTO ExpressSAS SAS/SATA 12Gb and 6Gb solutions are engineered to specifically meet the needs of direct-attached storage found in high-performance media and entertainment workflows. Representing the latest advances in SAS technology, ATTO's 12Gb HBAs achieve up to 8,000 MB/s to enhance the performance of today's streaming media applications while being ready for next generation platforms and infrastructures. The ATTO Adaptive Path Optimization (APO) feature improves RAID group reliability by eliminating single points of failure and automatically tunes connection pathways to deliver predictable performance and uninterrupted data streams via a single cable.

ATTO XstreamCORE, the industry's only standalone 32Gb/16Gb Fibre Channel and 40Gb/10Gb Ethernet 1U rackmount storage controller, is the ideal choice for customers who need to bring direct-attached SAS/SATA JBODs or JBOFs or SAS tape drives into a shared storage area network or allow the disaggregate of hosts and direct attached storage.

"NAB 2018 is a great opportunity to illustrate why ATTO is the leader in powering all facets of high-performance audio and video workflows," said Kolniak, "this year we are excited to exhibit our new products with partners like Scale Logic, CI Design and Huawei. These partners and their products are a perfect example of ATTO's ability to work with industry partners to formulate high performance and unique solutions with content creators in mind."

For a complete list of our NAB partners stop by the ATTO booth in the South Hall, **SL8716**, or visit www.atto.com/nab and follow us on Twitter @[ATTOTechnology](https://twitter.com/ATTOTechnology) for updates throughout the show.

To browse the entire ATTO Technology family of connectivity solutions, visit: www.atto.com.

Purchase ATTO products through leading Value Added Resellers, System Integrators and the ATTO Web Store. Learn more: www.atto.com/howtobuy/

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ABOUT ATTO

For 30 years, ATTO Technology, Inc. has been a global leader across the IT and media & entertainment markets, specializing in storage and network connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works with partners to deliver end-to-end solutions to better store, manage and deliver data. Working as an extension of customer's design teams, ATTO manufactures host and RAID adapters, network adapters, storage controllers, Thunderbolt™ adapters, and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, Ethernet, NVMe and Thunderbolt. ATTO is the Power Behind the Storage.

ABOUT SCALE LOGIC

Scale Logic solves storage and networking challenges within clients' high-performance workflows. They help ensure organizations are well-positioned for the ongoing need for data asset management, growth and support. Scale Logic offers a complete line of hardware and software solutions including RAID, SAN, NAS, Scale-Out NAS, backup, archive, disaster recovery, and extended warranty programs. Their team has decades of experience servicing clients in the M&E, sports, healthcare, life science, retail, education, and houses of worship.

For more information about Scale Logic visit: <http://scalelogicinc.com/index.php>

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