ATTO
The Power Behind the Storage

PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology to feature 4K/8K and collaborative workflow solutions at SMPTE 2017
ATTO offers future-proof products for tomorrow's workflows--today.

Amherst, NY (September 22, 2017) – ATTO Technology, Inc., a global leader of storage, network connectivity and infrastructure solutions for data-intensive computing environments for nearly 30 years, will maintain its position as a leading manufacturer of 4K and 8K workflow solutions for media professionals at this year's Society of Motion Picture and Television Engineers (SMPTE®) Annual Technical Conference and Exhibition, October 24-26 in Hollywood, Calif. As a member of SMPTE, ATTO is proud to support SMPTE's 100-plus years of innovation, as well as all SMPTE pro-users who rely on ATTO for connectivity.

At the show, ATTO will be displaying ATTO ThunderLink adapters offer connectivity to Thunderbolt 3 platforms, with sufficient throughput for 4K uncompressed video editing. The small form factor of Thunderbolt connectivity adapters makes them a perfect choice for work in the field on laptops, all-in-ones and mobile workstations, while still allowing multiple users to work on the same footage simultaneously on either 32Gb or 16Gb Fibre Channel or 40Gb or 10Gb Ethernet networks.

ATTO will also be featuring ATTO Celerity™ 32Gb and 16Gb Gen 6 Fibre Channel host bus adapters (HBAs), which power faster data transfers and guarantee data will be delivered in order with the lowest latency. With ATTO proprietary MultiPath Director™ technology, Celerity HBAs reduce downtime by providing uninterrupted real-time access to data thanks to load balancing and failover protection. With 137% better writes and 33% better reads than other competitive HBAs, ATTO provides the fastest throughput speeds for 8K workflows.

"ATTO continues to be at the forefront of innovation in the M&E content market," said Senior Director of Marketing Tom Kolniak. "Our products have shown themselves to be market leaders for data speeds, reliability and mobility—all the things SMPTE users need when looking for connectivity."

ATTO provides an extensive portfolio of connectivity solutions all across the 4K/8K workflow, including FastFrame™ network interface cards (NICs) for 10Gb and 40Gb Ethernet networks and ExpressSAS® 6Gb and 12Gb SAS/SATA adapters with RAID protection.

All ATTO products feature proprietary Advanced Data Streaming (ADS™) technology, for the smoothest, most consistent time-to-data and a reduced risk of dropped frames, essential for video production.

Whether working in 4K, 8K, ultra-high definition, virtual reality or 3D, ATTO has the high-performance connectivity solutions to power the most demanding workflows. Stop by booth 202

at Loews Hollywood Hotel in Hollywood, Oct 24-26, to learn more about how ATTO brings performance, collaboration and connectivity to the forefront or click here for more information.

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

To 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 nearly 30 years, ATTO Technology, Inc., has been a global leader across the IT and media and entertainment markets, specializing in storage and network connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works collaboratively with partners to deliver a wide range of end-to-end, customized solutions to better store, manage and deliver big data. With a focus toward markets that require higher performance and with a dedication to working as an extension of customer's design teams, ATTO manufacturers host and RAID adapters, network adapters, storage controllers, Thunderbolt™ enabled devices and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, 40/10GbE, NVMe and Thunderbolt. Distributing its cutting-edge products worldwide through Original Equipment Manufacturers (OEMs), systems integrators, value added resellers (VARs) and authorized resellers, ATTO is the Power Behind the Storage.

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