



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 Joins Avid Certified Program

Providing Connectivity Functionality for Editing Software

Amherst, NY (February 27, 2012) – ATTO Technology, Inc. today announced its participation in the Avid® Certified Program. For more than 20 years, ATTO and Avid have produced a history of innovation providing the media and entertainment industry with the highest-performing editing solutions available. This latest certification distinguishes the [ATTO ExpressSAS 6Gb/s R680 RAID Adapter](#) as fully compatible with Avid DS, Media Composer® and Symphony® professional editing software. This solution allows end users to edit content at the fastest speeds possible.

Offering end users preferred choices when matching software and hardware, the Avid Certified Program tests and certifies partner products as being compatible with Avid products and solutions. This certification ensures that Avid and ATTO together are providing high-performance connectivity for the most demanding applications in the media and entertainment market, including HD video and audio editing. The Avid Certified Program recognizes ATTO's R680 as a qualified RAID adapter when used in conjunction with select JMR BlueStor™ storage systems and Avid DS, Media Composer and Symphony workflows.

“ATTO is proud to partner in the Avid Certified Program,” said Timothy J. Klein, president and CEO at ATTO Technology. “We have collaborated with Avid for almost as long as ATTO has been in business, and combining our R680 RAID adapters with Avid’s top-of-the line software suites offers the media and entertainment market an unparalleled choice when it comes to editing solutions.”

-more-

“We are pleased to include ATTO Technology into our certified program,” said Ed Harper, senior product manager, Broadcast and Storage at Avid. “Avid seeks to offer our customers qualified options when using our software. ATTO technology helps expand the choices for them.”

For more information, please visit: <http://www.attotech.com/solutions/Avid/> or contact an ATTO authorized representative.

About ATTO Technology, Inc.:

ATTO Technology, Inc., a global leader of network and storage 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 SCSI, SATA, Thunderbolt, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors.

Follow [ATTO on Twitter](#)

Follow [ATTO on LinkedIn](#)

Follow [ATTO on Facebook](#)

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid’s most influential and pioneering solutions include Media Composer, Pro Tools®, Interplay®, ISIS®, VENUE, Sibelius®, System 5, and Avid Studio. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to Avid [Industry Buzz](#).

Avid, Interplay, ISIS, Media Composer, Pro Tools Symphony, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products.

###