



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Showcases High-Performance Storage Connectivity for the Media and Entertainment Market

Participating in Content and Communications World 2010

Amherst, NY (October 7, 2010) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, will be showcasing its extensive line of storage connectivity products for demanding digital media applications at the Content and Communications World trade show. Held at the Jacob K. Javits Convention Center in New York City, the show runs October 13 through the 14th.

Stationed at both 1060, ATTO will be featuring their latest product offerings, including [Celerity 8Gb/s Fibre Channel Host Bus Adapters](#), [FibreConnect™ 8Gb/s Fibre Channel Switches](#), the [FastStream™ SC SAS/SATA RAID Storage Controller](#) with 8Gb/s Fibre Channel connectivity to SAS/SATA storage, and [ExpressSAS 6Gb/s SAS/SATA RAID adapters](#).

Throughout the show, ATTO will be clarifying why selection of quality HBAs and controllers makes a difference in the performance of audio and video production applications. [DriveAssure™](#) technology helps reduce management time by eliminating the need to replace storage drives prematurely while [CacheAssure™](#) technology protects cached information without batteries. In addition, ATTO offers [MultiPath Director™](#), available with Celerity 8Gb/s Fibre Channel HBAs, that allows for maximum uptime with multiple redundant connections and load balancing to storage.

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“We look forward to displaying our innovative products and educating users on why ATTO is the power behind the storage,” said Wayne Arvidson, senior director of sales and marketing at ATTO Technology, Inc. “Our patented technology meets the high performance streaming demands of the media and entertainment industry, making ATTO the leader in storage connectivity solutions for this market.”

About ATTO Technology, Inc.

ATTO Technology, Inc. is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO 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, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors. Contact ATTO: 155 CrossPoint Parkway, Amherst, NY 14068; Phone: (716)691-1999; website: attotech.com.

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