



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology to Showcase Portfolio of Big Data Solutions at CCW 2012

Amherst, NY (November 8, 2012) – As the media and communication industry’s demand for storage expands from petabytes to exabytes, connectivity products are also needed to maintain these Big Data workflows. Demonstrating how it meets those needs, ATTO Technology, Inc. is showcasing its family of high-performance solutions at Content and Communications World, November 14-15 at the Javits Convention Center in New York, New York. Located in Booth 1354, ATTO, together with IBM and other mutual business partners, will be demonstrating their solutions that address big data challenges with high availability and scalable modular storage systems.

“Over the last 25 years, ATTO has established itself as the de-facto network and storage connectivity leader in the media and communications world,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “CCW is a terrific platform for ATTO to showcase those solutions. We are also excited to demonstrate how our technology maximizes IBM’s D-Series modular storage array capabilities in our booth.”

ATTO is featuring its [16 and 8Gb/s Celerity Fibre Channel Host Bus Adapters \(HBAs\)](#), [FastStream™ RAID Controllers](#), [Switches](#) and Thunderbolt™ technology enabled [Desklink™](#) devices, as well as [10GbE FastFrame™ Network Interface Cards \(NICs\)](#) and [10GFCoE Converged Network Adapters \(CNAs\)](#).

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- **Celerity Host Bus Adapters** – Available in 16 and 8Gb/s, Celerity Fibre Channel HBAs are based on ATTO's core [Advanced Data Streaming \(ADS™\) Technology](#), which manages latency in real-time environments resulting in higher application performance, better transaction processing and the ability to handle larger workloads and client counts. They incorporate ATTO's [MultiPath Director™](#), a proprietary technology that allows not just servers, but also high-performance Mac®, Windows® and Linux workstations direct connection to enterprise class storage.
- **FastStream™ RAID Controllers** – ATTO's RAID controllers are offered in 16 and 8Gb/s formats and are designed to sit between workstations and low-cost JBOD disk storage, providing users “pay-as-you-grow” scalability without purchasing additional RAID controllers when expansion is needed.
- **FibreConnect™ Switches** - These switches provide a complete SAN connectivity solution with high bandwidth and low latency to customers when combined with Celerity HBAs.
- **FastFrame™ NICs and CNAs** – FastFrame NICs deliver high-performance I/O connectivity and lossless Ethernet support for improved iSCSI block storage access. FastFrame CNAs unite ATTO's field-tested Fibre Channel stack with Intel Ethernet technology for ubiquitous usability.
- **ATTO Desklink™ Devices** – Desklink devices enable storage and network connectivity to Thunderbolt™ technology enabled devices. They allow laptops, all-in-ones and Ultrabooks unprecedented connectivity to high-performance network and storage infrastructures.

“We recently teamed with IBM and over a dozen other partners at the Society of Motion Picture and Television Engineers 2012 Annual Technical Conference and Exhibition where visitors got a first-hand view of why ATTO is recognized as the leader in the media and communications industry,” added Arvidson. “We want all CCW attendees to stop by our booth to meet our experts, and also visit over 20 other partner booths featuring ATTO solutions to clearly understand why the leading technology providers build their solutions around ATTO.”

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Please visit ATTO in Booth 1354 at CCW.

For more information on ATTO solutions, visit: <http://www.attotech.com/solutions>.

About ATTO Technology, Inc.:

In our 25th 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™ technology 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 distributors.

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