



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Host Adapters Used in Video Workflows at Cannes International Film Festival

Amherst, NY (May 18, 2009) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, announced today that its [Celerity FC-41XS](#) Fibre Channel host adapter is being used as part of Avid editing systems provided by Cap Ciné in a collaborative effort with French distributor Additional Design, at the Cannes International Film Festival. The Celerity host adapters will be used to connect four Avid workflows, including 28 Avid Media Composer Adrenaline on four Avid Unity MediaNetwork and several productivity tools like Avid Interplay and Avid Media Manager via Interplay transfer and transfer manager servers. These four Avid workflows have been provided by Cap Ciné for the teams of “Le Grand Journal de Canal Plus” (a talk-show in Cannes), “TV Festival” (the internal and international “TV Feed” produced by the Film Festival), “Metropolis” (the cultural show of the French and German TV ARTE), “L’Hebdo Ciné” (the cine magazine of Canal Plus) and Orange TV (the new specialized TV network by adsl). Cap Ciné is also providing a workflow of two Avid Symphony Nitris DX connected with a Celerity FC-41XS on one Avid Unity MediaNetwork for the finishing of “Enter the void”, the movie directed by Gaspar Noé in competition in the Official Selection 2009.

The Celerity FC-41XS is a 4Gb/s single-channel Fibre Channel host adapter offering up to 400MB/s performance, supporting the most intensive data applications, including digital content creation, tape streaming and backup, rich content delivery and complex databases. The FC-41XS features ATTO’s exclusive Advanced Data Streaming (ADS™) Technology that provides controlled acceleration of large and small blocks of data and manages latency, enabling users to achieve smoother and more efficient data transfers in streaming environments.

“ATTO is excited to be a part of such an internationally well-respected and recognized event as the Cannes International Film Festival,” states Tim Klein, president and CEO for ATTO Technology, Inc. “With 20 years of experience providing reliable connectivity solutions to the media and entertainment industry, ATTO continues to build our brand through well-established reseller and partner relationships.”

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' better store, manage and deliver their data. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, bridges, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including SCSI, SATA, iSCSI, SAS and Fibre Channel. 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; Fax: (716)691-9353; website: attotech.com.

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