



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **ATTO Technology Selected by SeaChange to Deliver High Performance Video on Demand and Broadcast Storage Solution**

*ATTO's SAS/SATA Host Bus Adapters Incorporated into SeaChange Storage Servers*

**Amherst, NY (March 23, 2010)** – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, announced today that its 6Gb/s and 3Gb/s [ExpressSAS SAS/SATA Host Bus Adapters](#) have been chosen by SeaChange International, Inc., the leading provider of software applications, services and integrated solutions for video on demand (VOD), digital advertising, and content acquisition, monetization and management, to provide high performance connectivity for their storage servers. Using this integrated solution, SeaChange is able to achieve unprecedented flash memory-based streaming performance, reliability and flexibility that significantly reduces operational costs for on-demand service providers.

ExpressSAS host bus adapters combine x8 PCIe 2.0 and PCIe technology, 6Gb/s and 3Gb/s SAS speeds and ATTO's exclusive Advanced Data Streaming (ADS™) Technology to provide a cost-effective, direct-attached solution for high-performance streaming environments and digital-video applications. To achieve optimal performance in high-bandwidth environments, ATTO developed a combination of hardware and software elements to effectively manage latencies and control the acceleration of data transfers. Together, these technologies provide the fastest and most efficient performance with reduced I/O bottlenecks, a critical requirement for high density streaming and ingest applications.

The combination of ATTO's ExpressSAS HBAs and SeaChange's servers provide compelling integrated solutions for applications such as diskless edge streaming, stream expansion and time-shifted TV, establishing a highly scalable and flexible storage infrastructure that delivers popular content to subscribers quickly and efficiently.

“ATTO has been providing connectivity solutions for the media and entertainment markets for almost two decades,” states Tim Klein, president and CEO of ATTO Technology. “As a leader and innovative provider of solutions that help customers create, manage and share their data and digital assets more effectively, SeaChange’s selection of our ExpressSAS SAS/SATA host adapters for their server product line reinforces ATTO’s role in delivering leading storage infrastructure solutions.”

"As the leading provider of Video on Demand platforms worldwide, SeaChange works with companies that can add value to our product offerings and help maintain our leadership position," said Lev Vaitzblit, vice president of engineering and product management, servers & storage, SeaChange International. "Our selection of ATTO technology and the support they provide is allowing our customers to reap the benefits of high performance and proven reliable SAS/SATA-based flash memory video servers."

**To learn more about ATTO ExpressSAS 6Gb/3Gb Host Bus Adapters visit:**  
<http://www.attotech.com/products/category.php?id=1&catid=3>.

**To learn more about ATTO, please visit:** <http://www.attotech.com>.

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#### **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, 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](http://www.attotech.com).

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