



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Delivers Enterprise-Class Storage to Mac® Environments with HP

Showcasing Industry-First Technology at IBC 2011

Amherst, NY (September 2, 2011) – ATTO Technology, Inc., provides Mac® users Fibre Channel connectivity with enterprise-class storage on the HP P2000 G3 FC Modular Smart Array (MSA) storage system. ATTO will feature this [Celerity Fibre Channel Host Bus Adapters](#) (HBAs) with [Multipath Director™](#) solution at IBC in Amsterdam, Netherlands, September 9-13, Hall 7, Stand F41.

Mac OS® X has long been the platform of choice for creative professionals. Increased resolutions and project complexity have pushed users to grow their storage footprint. Only ATTO's Multipath Director, when combined with ATTO's 8Gb/s Celerity Fibre Channel Host Bus Adapters, offers the market a highly-available storage solution for Macintosh® environments. This combination allows HP to provide solutions to vertical markets that have formerly been outside its usual channels.

ATTO's Celerity line of HBAs are the industry's only 8Gb/sec Fibre Channel host bus adapters that provide high-performance connectivity to feature-rich storage for Mac platforms, a solution useful in media and entertainment, healthcare, oil and gas, government and education, scientific, advertising and rich content digital asset creation.

-more-

“ATTO has found that Mac® users in rich-content creation environments have been looking for support for more robust shared storage solutions,” said Tom Kolniak, director of products at ATTO Technology, Inc. “For the first time, professionals using the most demanding Apple®-based applications can meet those needs with the HP P2000 G3 FC Modular Storage Array connected using ATTO’s Celerity Fibre Channel HBAs.”

With this offering, Mac Final Cut Pro® users also have the ability to add an HP MSL series tape library for archiving content in their post production environment. This is an end to end solution providing a tiered disk to tape architecture designed for use in Final Cut Pro editing environments enabling users to better manage key digital assets while maintaining a low cost of ownership.

For more information on this solution, and how to purchase, please visit:

<http://www.attotech.com/solutions/HP> or contact your 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, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors.

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