



PRESS RELEASE

Contact: Joshua Gregory
ATTO Technology, Inc.
jgregory@attotech.com
Phone: (716) 691-1999 x159
Fax: (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology Powers High Performance Audio and Video Workflows at NAB 2012

Amherst, NY (April 13, 2011) – ATTO Technology, Inc., will be showcasing its extensive line of storage and network connectivity products in interactive workflow demonstrations at the 2012 NAB Show in Las Vegas, Nevada April 16 through April 19. Through capture and ingest to content distribution, demonstration areas will highlight how ATTO powers high-performance audio and video workflows.

Located in the South Hall, Lower Level, at Booth SL6320 in the Las Vegas Convention Center, ATTO will feature their new Thunderbolt™ Desklink™ devices, including [ThunderLink™](#) and [ThunderStream™](#). They will also feature a technology demonstration of the [Celerity 16Gb/s Fibre Channel Host Bus Adapters \(HBAs\)](#). In addition, Celerity [8Gb/s Fibre Channel Host Bus Adapters](#), the [FastStream™ SC SAS/SATA RAID Storage Controller](#) with 8Gb/s Fibre Channel connectivity to SAS/SATA storage, [ExpressSAS 6Gb/s SAS/SATA Host Bus and RAID Adapters](#) and [FastFrame™ 10Gb/s Ethernet Network Interface Cards](#) will be on display.

“NAB 2012 is a great opportunity to illustrate why ATTO is the leader in powering all facets of high-performance audio and video workflows,” said Wayne Arvidson, senior director of sales and marketing for ATTO Technology, Inc. “This year, we are excited to demonstrate our new products with partners like CI Design, Facilis, HP, NetApp and IBM. These presentations are a perfect example why content creators in the media and entertainment industry consistently rely on ATTO to produce high-performance solutions.”

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What's New This Year?

ThunderLink™ and ThunderStream™ products allow portable devices that, in the past, incorporated interfaces such as FireWire and USB connections, access to external 6Gb SAS/SATA storage, 8Gb Fibre Channel and 10Gb Ethernet networks via Thunderbolt™.

ATTO's ExpressSAS 6Gb/s H6F0 GT HBAs mark the first-to-market SAS/SATA adapter developed using the PCIe 3.0 specification, and are capable of speeds up to 7000MB/s in a single PCIe slot, doubling the performance over existing HBAs.

Capture and Ingest

ATTO will demonstrate their 6Gb/s ExpressSAS H6F0 Adapter with PCIe 3.0 technology showcasing the industry's highest-performing HBA card designed for high bandwidth applications, including real-time capture of High Definition video. ATTO features proprietary technology designed specifically for media and entertainment professionals that ensures data is available at full bandwidth to meet project deadlines.

The FastFrame™ 10Gb Network Interface Card will also highlight their support of Windows, Mac and Linux platforms and offers the lowest power consumption in its class. This demo will stream multiple videos via Ethernet.

ATTO's Celerity 8Gb/s Fibre Channel HBAs will connect with HP's P2000 G3 FC MSA SAN enabling high-availability, high-performance connectivity to Mac® workstations via ATTO's MultiPath Director™.

Edit

Ideal for on-location or in-studio applications, ATTO Desklink™ devices provide multiple connectivity solutions for Thunderbolt™-enabled technology including Fibre Channel, Ethernet, SAS/SATA Host & RAID adapters. The ThunderLink will be demonstrated in a linear tape file system while the ThunderStream attached to SAS JBODs RAID protection.

ATTO's Celerity 8Gb/s Fibre Channel HBAs will connect with IBM's DCS3700 to provide storage solutions optimized for Final Cut Pro, Adobe, Autodesk and Avid workflows based on ATTO's Multipath Director Technology.

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Store and Manage

ATTO's Celerity 16Gb/s Fibre Channel HBAs will team with a Facilis Terrablock storage solution to exhibit the first flexible enterprise storage solution offering consistent, high-performance bandwidth for media environments of its kind. This configuration allows multiple users running any video application to share, store and manage a pool of RAID protected storage.

An ATTO FastStream™ RAID Storage Controller demonstration will showcase why it is the ideal choice for customers demanding protected, shared storage for real-time applications in video environments and will utilize ATTO's 16Gb/s Fibre Channel HBAs. It is ideal for those requiring uninterrupted access to media, and maximum performance by allowing users to edit up to five streams of 10-bit uncompressed HD video or 30 streams of DVCPro® HD video without needing a Fibre Channel switch.

Distribute

ATTO and NetApp have teamed together to produce groundbreaking benchmarks of over 22 streams of 10bit uncompressed HD video. It provides extreme media file ingest and playback performance by combing the NetApp Media Content Management solution and ATTO Celerity Fibre Channel HBAs with Multipath Director™. It is available for Mac OS® X, Windows® and Linux operating systems.

Ci Design has partnered with ATTO to provide FastStream RAID controller and Thunderbolt™ storage solutions for media & entertainment applications. A demonstration will outline shared storage solutions for high-performance workflows for optimized performance for audio & video.

For a complete list of ATTO's NAB partners stop by ATTO's booth in the South Hall, SL6320, or visit www.attotech.com/nab.

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About ATTO Technology, Inc.:

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™-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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