



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 Celebrating 25 Years of Revolutionizing Audio and Video Workflows at NAB 2013

Amherst, NY (April 8, 2013) – ATTO Technology, Inc. is showcasing its extensive line of storage and network connectivity products in workflow demonstrations at the 2013 NAB Show in Las Vegas, Nevada April 8 through April 11. Matching this year's NAB theme of "Metamorphosis: The Changing Face of Media and Entertainment," ATTO will show exactly how their innovations have revolutionized the industry for the past 25 years.

Located in the South Hall, Lower Level, at Booth SL7613 in the Las Vegas Convention Center, ATTO will feature their full portfolio of products, including the latest 12Gb/s SAS technology. Among the innovations on display are Thunderbolt™ Desklink™ devices, [ThunderLink™](#) and [ThunderStream™](#), their entire line of 16Gb/s Fibre Channel products, including [Celerity Fibre Channel Host Bus Adapters \(HBAs\)](#), the [FastStream™ SC SAS/SATA RAID Storage Controller](#) and [FibreConnect Switches](#). In addition, [ExpressSAS/SATA HBAs and RAID Adapters](#) and [FastFrame™ 10Gb/s Ethernet Network Interface Cards \(NICs\) and Converged Network Adapters \(CNAs\)](#) will be on display.

"This NAB, we are excited to illustrate how ATTO's 25 years of innovation has made us the leader in powering every facet of high-performance audio and video workflows," said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. "We are proud to display our latest advances in our booth, but a true testament of ATTO's industry leadership can be seen in over 60 booths throughout the show floor. These presentations, coupled with our extensive partner network, 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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ATTO Booth Demonstration 1

The ATTO FastStream™ is the industry's first 16Gb/s RAID Storage Controller and is an ideal choice for customers needing a low-cost, shared storage infrastructure without a complex system. It allows users to edit up to six streams of uncompressed HD video or three streams of 4k RAW. The FastStream offers pay-as-you-grow flexibility as storage requirements expand by allowing access to multiple JBODs of RAID protected storage.

ATTO Booth Demonstration 2

ATTO's 16Gb/s and 8Gb/s Fibre Channel family represents the industry's first complete SAN connectivity solution made up of HBAs, RAID Controllers and Switches. It includes the industry's only quad-port HBA that allows data transfers of over 6,000 MB/s, a superior choice for streaming media applications. ATTO's latest 16Gb/s Fibre Channel solutions provide double the performance of 8Gb systems while preserving existing storage infrastructure investment.

ATTO Booth Demonstration 3

ThunderLink™ and ThunderStream™ Desklink™ products provide high-performance storage and network connectivity for Thunderbolt™-enabled devices. They allow powerful new portable devices such as all-in-ones, Ultrabooks and laptops to connect to external 6Gb SAS/SATA storage, 8Gb Fibre Channel and 10Gb Ethernet networks for on location, on-set or in-suite editing and management of data. ThunderStream adds RAID protection to SAS or SATA storage and both solutions now support Windows® 8.

ATTO Booth Demonstration 4

ATTO's ExpressSAS/SATA 12Gb/s and 6Gb/s solutions are engineered to specifically meet the needs of direct attached storage found in high-performance media and entertainment workflows. Representing the latest advances in SAS technology, ATTO's new 12Gb/s HBAs achieve up to 8,000 MB/s to enhance the performance of streaming media applications today while being ready next generation platforms and infrastructures. In addition, this demonstration features another breakthrough in storage availability and performance, ATTO's Adaptive Path Optimization (APO) feature. APO improves RAID group reliability by eliminating single points of failure and automatically tunes connection pathways to deliver predictable performance and uninterrupted workflows via a single cable.

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ATTO Booth Demonstration 5

ATTO FastFrame™ NICs and CNAs offer a complete portfolio of 10GbE connectivity aggressively tuned for audio and video workflows that outperform competitive products by up to 25 percent. Quad-, dual-, and single-port CNAs and SFP+ NICs all include high-quality SFPs, and may also be used with Direct Attach Copper cabling. Single- and dual-port 10GBASE-T cards are built on the industry's first single-chip, low-power 10GBASE-T controller by Intel. All FastFrame adapters include iSCSI support and have drivers for Windows® servers and workstations, multiple Linux distributions, and Mac® OS X.

ATTO Booth Demonstration 6

This demonstration showcases ATTO's [Multipath Director™](#), the world's only technology that allows direct connectivity to enterprise storage not just for servers, but also workstations. As the only universal SAN connectivity solution for Mac, Windows and Linux workstations and server environments, it increases productivity while protecting data through load-balancing and fail-over. Additionally, direct workstation connection to storage eliminates server latency resulting in improved real-time performance.

“We encourage all show attendees to stop by our booth to see how ATTO's significant role in the market is pushing the evolution of media content creation,” added Arvidson. “Look for our solutions powering in our partners' booths to experience first-hand why ATTO is the premier choice for storage solutions in the media and entertainment industry.”

For a complete list of ATTO's NAB partners stop by ATTO's booth in the South Hall, SL7613, or visit www.attotech.com/nab, and follow them on Twitter @ATTOTECH for updates throughout the show.

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About ATTO Technology, Inc.:

Celebrating 25 years of industry leadership, 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 bus 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, value-added resellers, and authorized distributors.

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