ATTO to Demonstrate End-to-End High Performance Media Workflow Solutions from Content Creation to Delivery at NAB 2015

Addressing the needs of 4K/8K editing, media asset management and connecting production systems to IT infrastructures

Amherst, New York (April 8, 2015) – ATTO Technology, Inc. today announced that it will showcase its extensive portfolio of connectivity solutions designed to create a complete high performance infrastructure from workgroup through enterprise, from content creation through delivery at its NAB booth #SL7610 in Las Vegas, April 13 – 16.

As the market leader in Thunderbolt™ storage connectivity solutions, ATTO will show its full range of Thunderbolt 2 Desklink devices, which enable creative professionals to connect small form factor platforms and mobile workbooks into high performance storage and networks, including SAS/SATA, Fibre Channel or Ethernet infrastructures.

ATTO will show two live demonstrations of "Bring Your Own Workbook", a portable workbook solution using Thunderbolt 2 connectivity technology that provides media professionals seeking uncompromised access to storage with a mobile opportunity for data migration from field to studio for both Mac® and Windows®. The first demo will stream video from a NetGear ReadyDATA NAS and NetApp FAS through an ATTO ThunderLink NS 2102 to an Apple Mac Pro running Avid Media Composer. The second demo will show an ATTO ThunderStream SC 4808 connecting to an HP ZBook 17 mobile workstation to both a CI Design JBOD containing HGST Mainstream Endurance SSDs and an HP StorageWorks Ultrium 3000 LTO5 SAS Tape drive. IOMETER benchmark tests will show how the ThunderStream maintains a high level of throughput, something it does consistently, even during drive rebuilds.

In a third demonstration, ATTO will preview its FastFrame™ 40GbE Network Interface Cards (NICs) with a Dell Precision T7910 workstation to stream uncompressed 4K footage from a Facilis Terrablock running DaVinci Resolve. Releasing later in 2015, the new NICs combine near-line speed throughput with best-in-class latency to enable high-performance applications such as uncompressed 4K & 8K multistream and video editing. Used in combination with ATTO's FastFrame 10GbE offering, 40GbE NICs provide a comprehensive solution for integrating production workflow with a facility's IT infrastructure. All FastFrame products are designed for the more rigorous data transfer and reliability requirements of storage applications.

ATTO will also be showcasing the new FibreBridge™ 7500 Storage Controller which serves as a platform for creating highly virtualized infrastructures for applications like media asset management. With less than 4 microseconds of latency, the 7500 can be used to build out high performing solid state drive – based storage solutions with a lower cost of ownership. Additionally, the FibreBridge can facilitate metro clustering architectures, allowing remote groups to collaborate on real time production.

As the connectivity provider for the [Adobe® Anywhere solution](#), ATTO will show how it provides the complete infrastructure with [Celerity™ Fibre Channel Host Bus Adapters](#) and FastFrame 10GbE NICs. With Adobe Anywhere's enterprise collaborative workflow platform, editors, visual effects artists and other video professionals can use local or remote networks to simultaneously access, stream and edit remotely stored files. Optimized for extremely low latency and high-bandwidth transfers, Celerity HBAs and FastFrame NICs are designed to handle the larger workloads that Adobe Anywhere demands.

"We are seeing more and more of a shift in the media & entertainment industry with the integration of production with the rest of the IT infrastructure," said Tim Klein, CEO of ATTO Technology. "As the only storage and network connectivity company that can deliver a complete high performance infrastructure from workgroup through enterprise, ATTO's extensive line of connectivity solutions will be seen in almost 70 workflow demonstrations by the industry's top manufacturers, who use ATTO technology to enable their solutions."

ATTO product experts and solution architects will be available for one-on-one meetings during the conference. To schedule a meeting, please call +1.716.691.1999 or visit booth #SL7610.

ATTO products are available for purchase through leading resellers, system integrators, OEMs and the ATTO webstore. Learn more at http://www.attotech.com/howtobuy/

More information about ATTO is available at www.attotech.com, on [Twitter](#), [LinkedIn](#) and on [Facebook](#).

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 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 Fibre Channel, SAS, SATA, iSCSI, FCoE, 10GbE and Thunderbolt. ATTO distributes its products worldwide directly to Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized distributors. Contact ATTO Technology, Inc. world headquarters at: 155 CrossPoint Parkway, Amherst, New York 14068; Phone: +1 716 691 1999; Fax: +1 716 691 9353; Website: attotech.com.

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