



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **ATTO Technology Sponsors HP® Global Partner Conference 2014**

**Amherst, NY (March 26, 2014)** – ATTO Technology, Inc., a global leader of storage, network connectivity and infrastructure solutions for data-intensive computing environments for more than 25 years, today announced its sponsorship of HP's Global Partner Conference (GPC), taking place March 24 -26, at the MGM Grand, Las Vegas, where ATTO is located in booth 304. ATTO provides HP-certified solutions that maximize the availability of data and improve application performance in Fibre Channel, Thunderbolt™, iSCSI, and SAS-based storage environments, as well as 10Gb/s Ethernet networks.

"The HP Global Partner Conference is a terrific venue to highlight the industry's broadest portfolio of HP- certified storage and network connectivity products, which provide users with ultra-high -performance and data reliability for workgroup to enterprise, across the entire HP product line," said Wayne Arvidson, Vice President of Marketing and Channels at ATTO Technology. "It's also a great opportunity to educate channel partners on how ATTO helps them provide differentiated solutions that solve their customer's most difficult IT challenges."

ATTO Host Bus Adapters (HBAs) provide customers with high-performance workstation connectivity to their MSA Storage and 3PAR StoreServ Storage. ATTO HBAs, with unprecedented levels of performance and throughput, significantly outperform the competition when it comes to moving and storing data. ATTO provides a high-performance, redundant storage solution featuring ATTO Celerity™ Fibre Channel HBAs and HP's 3PAR StoreServ Storage systems. Utilizing MultiPath Director™ technology (MPD) allows workstations to have redundant access and failover, as well as load balancing capabilities, taking advantage of 3PAR's advanced enterprise storage features. Users are able to collaborate on high-availability storage in real-time, without losing access to their data.

Benefits of using ATTO Celerity Fibre Channel HBAs with HP 3PAR StoreServ Storage include:

- ATTO's exclusive Advanced Data Streaming (ADS™) designed to manage latency and provide high bandwidth for both data-intensive and high-transaction rate applications, providing increased uptime and better productivity
- ATTO's MultiPath Director Technology provides uninterrupted access to storage with automatic path failover and fallback, allowing workstations, not just servers, access to high-availability, high-performance enterprise-class storage for shared workflows
- Direct workstation connectivity to enterprise storage in big data environments such as scientific, medical, engineering, and media applications, dramatically improving aggregate bandwidth and reducing "time-to-data"

ATTO's expertise in storage and network connectivity solutions, and strong partnerships with developers like Intel, has enabled them to provide innovative solutions for industry-leading storage partners like HP. ATTO's Desklink family of products, provides high-performance connectivity for HP Thunderbolt-enabled workstations, all-in-ones, and laptops, including the Z-series, and is fully certified with HP's StoreEver Ultrium LTO-5 and LTO-6 tape drives. Thunderbolt-enabled Desklink Devices provide system configuration flexibility and small form-factor platforms the only way to connect into an existing high-performance storage and networking infrastructure.

ATTO's Desklink solutions provide users with the widest range of connectivity available in the market:

- Thunderbolt to Fibre Channel
- Thunderbolt to 10Gb/s Ethernet (both optical and DAC)
- Thunderbolt to SAS/SATA
- Thunderbolt to SAS/SATA RAID
- ADS technology provides the fastest, most consistent time-to-data, delivering best in industry aggregate bandwidth and predictable data transfers for high performance applications or mobile platform users
- Daisy-chaining, combined with hot-plug capability, allows addition of devices or reconfiguration of the entire system on-the-fly
- Connectivity for Thunderbolt enabled platforms into HP storage systems and network

“ATTO is excited to continue our longstanding relationship with HP who, like ATTO, innovates next-generation solutions for the full breadth of the market, from workgroup to enterprise infrastructures solving the industry’s toughest computing challenges,” added Arvidson.

“Customers faced with growing business demand to analyze large amounts of data in real-time need solutions like ATTO’s high-availability HP products, including 3PAR StoreServ Storage - providing high bandwidth for data streaming and storage solutions in big data environments,” said Vish Mulchand, senior director, product management and marketing, storage, HP.

To learn how ATTO can improve your uptime and reduce maintenance cost, visit booth 304.

To view a complete interoperability listing, visit <http://www.attotech.com/solutions/HP/>

To browse the entire ATTO Technology family of connectivity solutions, visit: [www.attotech.com](http://www.attotech.com).

**Purchase ATTO products through leading Resellers, System Integrators, and the ATTO Web Store. Learn more:** <http://www.attotech.com/howtobuy/>

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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 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](http://attotech.com).

### **About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>

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