ATTO

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 Post Production Workflow with RED and HP at NAB 2013

Amherst, NY (April 8, 2013) – ATTO Technology, Inc. is teaming up with HP and RED to create one of the world's most powerful digital workflows on display at NAB 2013 – RED footage with Adobe Premiere® Pro over an HP Fibre Channel network. This innovative end-to-end infrastructure is comprised of HP Z820 workstations connected to high-performance HP storage using the Quantum StorNext file system, and is powered by ATTO's Celerity Fibre Channel Host Bus Adapters (HBAs.) It is being demonstrated in the RED Booth, located in the South Hall, #1516 in the Las Vegas Convention Center, Las Vegas, Nevada April 8 through April 11. In addition, projects created on-site will be backed up and archived by ATTO's ExpressSAS HBAs connected to an HP LTO5 drive running LTFS.

"ATTO is proud to be a sponsor of this unique educational opportunity that illustrates the workflows possible when utilizing the innovative solutions from companies that have revolutionized the industry, said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. "When it comes to powering high-performance audio and video workflows, and supporting ever-increasing resolutions and frame rates, creative professionals, post-production, film and broadcast facilities have relied on ATTO's break-through technology for the past 25 years. The selection of ATTO for this project re-affirms that."

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 features the world's only quad-port HBA that allows data transfers of over 6,000 MB/s as well as the first 16Gb/s RAID Controller on the market.

-more-

ATTO's new 12Gb/s ExpressSAS HBAs achieve up to 8,000 MB/s to enhance the performance of streaming media applications today while being ready for 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.

In addition to the live demonstration in the RED booth, displays of the unique technologies that make up this new setup can be viewed in the following booths at NAB:

- HP – South Hall, Booth #SL9605
- Quantum – South Hall, Booth #SL9016
- Alliance IT – South Hall, Booth #11811

"We encourage show attendees to stop by the ATTO booth, located in the South Hall, #SL7613, or at one of the 64 partners here at NAB who rely on ATTO to build their solutions, to learn more about this powerful new workflow from RED and HP. They can also contact their system integrator, VAR, or ATTO directly for more information."

For a complete list of ATTO's NAB partners stop by the ATTO's booth, or visit www.attotech.com/nab. Follow us on Twitter @ATTOtechnology for updates throughout the show.

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.

Follow ATTO on Twitter

Follow ATTO on LinkedIn

Follow ATTO on Facebook

All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.

###