



PRESS RELEASE

Contact: Morgan Seegert

ATTO Technology, Inc.

E-mail: mseegert@attotech.com

Phone: +1 (716) 691-1999 x 265

Fax: +1 (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology to Highlight Next Generation of Innovative Solutions at SMPTE 2014

Continuing to build on over 25 years of revolutionizing the media & entertainment workflow

Amherst, NY (October 14, 2014) – [ATTO Technology, Inc.](http://www.attotech.com), today announced that it will highlight its reliable, high-performance solutions tailored to the needs of media professionals at this year's Society of Motion Picture and Television Engineers (SMPTE®) Annual Technical Conference and Exhibition which will take place October 21 through 23 in Hollywood, California. The SMPTE 2014 Annual Technical Conference & Exhibition, is the premier annual event for motion imaging and media technology, production, operations and the allied arts & sciences.

As the recognized leader in powering high-performance audio and video workflows for over 25 years, ATTO is the only company with a portfolio of network and storage connectivity products that address all aspects of media production and IT infrastructure with fully integrated solutions that support each step in the process from content creation to monetization.

"As the premiere event where next generation technologies are defined and unveiled, SMPTE is the perfect opportunity to demonstrate our breakthrough technology, engineered to meet the increasing demand for faster storage and network connectivity, more integrated asset management, and support for virtualized and big data infrastructures," said Wayne Arvidson, vice president of marketing and channels at ATTO Technology, Inc. "The media and entertainment industry has consistently relied on ATTO to support this varied workflow, as well as seamlessly integrate into enterprise-level IT infrastructures to produce high-performance solutions for their entire enterprise."

The following new products will be on display at booth 202 at the Loews Hollywood Hotel during SMPTE 2014:

- **[Thunderbolt™ Desklink Devices](#)**: ATTO [ThunderLink™](#) and [ThunderStream™](#) Desklink Devices enable today's small form factor platforms to connect to high performance storage and networks, including SAS/SATA, Fibre Channel or Ethernet infrastructures. ThunderLink Desklink Devices provide Thunderbolt to Fibre Channel, SAS or 10GbE connectivity, giving all-in-one systems and mobile computing platforms access to 16Gb or 8Gb Fibre Channel SANs, storage devices, Ethernet networks and iSCSI storage at unprecedented speeds. ATTO ThunderStream™ Desklink Devices add RAID technology, creating a robust and embeddable RAID controller for professional and prosumer storage applications by protecting critical data in the event of a drive failure. In broadcast and media, lost content means missed deadlines and surpassed

budget limits. With transfer speeds of 20Gb/s, ATTO's [Thunderbolt 2](#) ThunderLink Desklink Devices are ideal for the creative professional who needs access to external storage and networks for I/O demanding applications, including 2K, 4K, 3D and ultra-high-definition video post-production workflows. ATTO's exclusive [Advanced Data Streaming \(ADS™\)](#) provides the fastest, most consistent time-to-data, delivering best-in-industry aggregate bandwidth and predictable data transfers for high performance applications for mobile platform users.

- **[Celerity™ Fibre Channel Host Bus Adaptors](#)**: ATTO's Celerity Fibre Channel 16Gb Gen 5 powered HBAs address the needs of workflows including capture, edit, content management and distribution with extremely fast, efficient and reliable data transfers. The industry's first quad channel card delivers the highest bandwidth and lowest latency available in the market, as well as connectivity with twice the maximum throughput of previous solutions. Through [MultiPath Director™](#), an ATTO proprietary feature rich driver that when paired with enterprise class storage systems, provides a completely redundant, high performance storage solution for workstation applications in digital video, audio and content-creation environments. MultiPath Director is the only storage connectivity solution that allows you to connect directly to enterprise-class storage and manage multiple paths between Linux®, Mac® and Windows® workstations and servers perform real time editing and while keep digital media content available in real time for multiple users. In addition, Celerity HBAs include ADS technology, for the smoothest data streaming and best-in-industry data transfers, eliminating dropped frames and the need for re-rendering. When combined with ATTO's [FibreConnect™](#) 1600 series, which includes 16Gb Fibre Channel switches, it creates a complete SAN connectivity solution with high bandwidth, low latency and the lowest power consumption in the industry. Additionally, this solution is engineered to deliver smooth and reliable data transfer over a SAN for mission critical applications, such as video streaming and virtualized environments.
- **[FastFrame™ Network Interface Cards \(NICs\)](#)**: The ATTO family of FastFrame NICs deliver high performance I/O connectivity and lossless Ethernet support where guaranteed data delivery rates are required. As a pioneer in iSCSI, ATTO's FastFrame product line has been designed for more rigorous data transfer and reliability, with driver support for Linux®, Mac®, Windows® and virtualized file systems. Available in single, dual and quad-port configurations, the 10GbE NICs can be used anywhere in a high performance infrastructure, including workstations, storage, servers and data center racked servers. Leveraging ATTO's exclusive ADS Technology, FastFrame products provide high bandwidth and managed latency for high-performance, enterprise-level iSCSI storage as well as standard 10GbE network infrastructures.
- **[ExpressSAS™ Host and RAID Adapters](#)**: Optimized for extremely low latency and high-bandwidth data transfer, the ExpressSAS line's wide variety of port configurations and RAID levels offer flexibility and reliability for the most demanding applications. The newest addition to the family, the 12Gb SAS/SATA HBA, provides users with the fastest storage connectivity for video and film production. [12Gb ExpressSAS](#) HBAs offer 8 or 16 port configurations, allowing up to 1,200 MB/s per port to enhance the performance of streaming media applications and enabling scalability for next generation platforms and infrastructures, all while using up to 70% less power than competitive HBAs. ExpressSAS HBAs expand system performance, extend processing capabilities and reduce overall infrastructure operating costs.

Purchase ATTO's entire portfolio of connectivity solutions through leading Resellers, System Integrators, the Apple Store and the ATTO Web Store. Learn more:

<http://www.attotech.com/howtobuy/>

Follow [ATTO on LinkedIn](#)

Follow [ATTO on Twitter](#)

Follow [ATTO on Facebook](#)

About ATTO Technology, Inc.

In our 26th year, 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 resellers.

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

Thunderbolt and the Thunderbolt logo are trademarks of Intel Corporation in the US and other countries.

###