



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Powers Telestream Software at NAB 2012

Providing Connectivity for Multiple Software Applications

Amherst, NY (April 4, 2012) – ATTO Technology, Inc. today announced its partnership with Telestream for live software demonstrations at NAB 2012, April 16-19 in Las Vegas, Nevada. Located in the Las Vegas Convention Center, South Hall, booth SL1405, Telestream will showcase a variety of its high-performance video applications, including Vantage[®], Episode[®], Pipeline[™], FlipFactory[®] and Agility 2G, all powered by ATTO's Celerity Fibre Channel Host Bus Adapters (HBAs).

Together, ATTO and Telestream provide the media and entertainment industry with premier solutions for the capture, playback, transcoding, and management of automated video workflows. By combining Telestream software with ATTO connectivity, users can take advantage of reliable and consistently high-performing content creation and manipulation while using a number of storage infrastructures. Both product lines provide affordable and highly-scalable multi-platform solutions.

"Telestream is proud to partner with ATTO Technology," said Barbara DeHart, vice president of marketing at Telestream. "We have collaborated with ATTO for a number of years and find their leading-edge Fibre Channel technology to be a great match for our software offerings. We use them in many of our product lines and invite NAB attendees to stop by our booth to see both products in action."

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“Our relationship with Telestream is a great example of industry leaders combining efforts to produce innovative solutions for demanding video content creators,” said Wayne Arvidson, vice president of marketing at ATTO Technology, Inc. “Last year we demonstrated Telestream solutions in our booth at NAB, and we are thrilled to have our Celerity Fibre Channel HBAs powering their software demonstrations in 2012. We look forward to building on our relationship and encourage NAB visitors to learn more about ATTO in our booth as well this year, South Hall, SL6320.”

For complete information about ATTO at NAB 2012, please visit: www.attotech.com/NAB

For more information about Telestream, please visit: www.telestream.net

About ATTO Technology, Inc.:

ATTO Technology, Inc., a global leader of network and storage connectivity and infrastructure solutions for data-intensive computing environments for over 20 years, 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 SCSI, SATA, Thunderbolt, iSCSI, SAS, Fibre Channel, FCoE and 10GbE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors.

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About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world’s most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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