



PRESS RELEASE

Contact: Patricia Nowicki
ATTO Technology, Inc.
pnowicki@attotech.com
Phone: (716)691-1999
Fax: (716)691-9353

FOR IMMEDIATE RELEASE

Grass Valley selects ATTO Technology to provide Mac iSCSI connectivity for K2 Media Server Family

ATTO Xtend SAN enables high-performance iSCSI storage access to Final Cut Studio

Amherst, NY (September 10, 2009) – ATTO Technology, Inc., a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments, announced today that its [Xtend SAN iSCSI Initiator](#) for Mac OS X has been chosen by Grass Valley to provide high performance iSCSI connectivity for their K2 Media Servers. ATTO's Xtend SAN provides iSCSI storage connectivity for Apple Final Cut Studio systems that use the Grass Valley Connect plug-in for K2 Media Servers. The K2 platform delivers unmatched audio and video processing plus high-speed networking and robust storage to ensure all video is accurately accessed, edited and played out.

Xtend SAN is the first and most widely-distributed, standalone iSCSI Initiator that allows Mac users to attach and load balance storage connected via an Ethernet-based network. With Xtend SAN, users can remotely access iSCSI storage from multiple servers, increasing accessibility and simplifying storage management, while leveraging existing IT expertise. Xtend SAN provides added value for OEM customers whose environments require greater security and automation with features such as a scriptable Command Line Interface, Header and Data Digests, CHAP and iSNS support.

“Xtend SAN enables Mac users to take advantage of Ethernet-based storage solutions with the industry’s most used and best supported iSCSI initiator on the market”, states Tim Klein, President and CEO of ATTO Technology. “The selection of Xtend SAN by Grass Valley for inclusion with the Final Cut plug-in provides K2 users a proven Mac iSCSI connectivity option while reinforcing ATTO's role in delivering leading storage infrastructure solutions.”

"Providing Final Cut editors an iSCSI storage connectivity option was an important decision", said Ed Casaccia, Director of Product Marketing for Servers and Storage for Grass Valley. "We wanted a solid Mac iSCSI initiator suited for broadcast use from a company that was willing to work with us to provide what our users needed to allow K2 Mac integration in K2 iSCSI SAN environments. We found that Xtend SAN was a hassle-free initiator that just worked and was easy to implement and integrate with the K2 Media Server."

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' better store, manage and deliver their data. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, bridges, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including SCSI, SATA, iSCSI, SAS, Fibre Channel and FCoE. ATTO distributes its products worldwide directly to Original Equipment Manufacturers, systems integrators, VARs and authorized distributors. Contact ATTO: 155 CrossPoint Parkway, Amherst, NY 14068; Phone: (716)691-1999; Fax: (716)691-9353; website: www.attotech.com

About Grass Valley: 50 Years of On-Air Innovation

With a rich history serving the broadcast and professional video industries, the Grass Valley name is synonymous with innovation, leadership, and performance. With a full range of products and services supporting many of the world's most high-profile television events, Grass Valley offers the most comprehensive portfolio of flexible and cost-effective digital technologies and systems available. Customers deploying Grass Valley solutions include most of the world's leading broadcast and teleproduction facilities, independent video professionals, as well as emerging content creators and distributors providing broadband, telecommunications, and transmission services. When you're watching news, sports, or entertainment programming, whether on a TV, the Web, or a mobile phone, you're watching Grass Valley at work. For information about Grass Valley products, please visit www.grassvalley.com.

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

###