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## **ATTO to Demonstrate End-to-End High Performance Media Workflow Solutions at IBC 2015**

*Addressing throughput needs of 4K/8K editing plus the integration of production systems with IT infrastructures*

**Amherst, NY (September 8, 2015)** - [ATTO Technology, Inc.](http://www.attotech.com) today announced that it will showcase its extensive portfolio of connectivity solutions designed to create a complete high performance infrastructure from content creation through delivery at IBC stand #7.F41 in Amsterdam, September 11–15.

“We are seeing dramatic shifts in the media & entertainment industry as production becomes integrated with the rest of IT infrastructure,” said Tom Kolniak, Director of Products at ATTO Technology. “As the only storage and network connectivity company capable of delivering a complete high performance infrastructure from workgroup through enterprise, ATTO’s extensive product line will be featured in 16 workflow demonstrations by top manufacturers who use our technology to enable their solutions.”

IBC 2015 marks the official launch of ATTO’s FastFrame™ 40GbE Network Interface Cards (NICs). FastFrame 40GbE NICs combine near-line speed throughput with best-in-class latency to enable high-performance applications such as uncompressed 4K and 8K video editing. The industry-leading throughput and ultra-low latency provided by ATTO’s new NICs is enabled by Remote Direct Memory Access (RDMA) over Converged Ethernet (RoCE), a feature that uses zero copy data transfers to permit efficient data movement between servers and storage and free up host CPUs for editing, compositing and rendering.

ATTO is also proud to announce the release of Xtend SAN v4.0 at IBC. ATTO’s Mac OS X iSCSI initiator has been the market standard for OS X for over 10 years, and it displays our ongoing commitment to developing Ethernet/iSCSI products. Xtend SAN V4.0 brings a major refresh to the product, ensuring optimal performance of block-based iSCSI transfers in OS X environments.

In a live demonstration, ATTO will use a FastFrame 40GbE NIC in a Dell Precision™ T7910 workstation to stream uncompressed 4K footage from a Facilis Terrablock running DaVinci Resolve. When used in combination with ATTO’s FastFrame 10GbE offering, 40GbE NICs provide a comprehensive solution to integrate production workflow with a facility’s IT infrastructure. All FastFrame products are designed for the rigorous data transfer and reliability requirements of storage applications.

As the market leader in Thunderbolt™ storage connectivity solutions, ATTO will also showcase its full range of [Thunderbolt 2 Desklink devices](#) at IBC. Desklink devices provide creative professionals using mobile workbooks with sufficient performance for 4K environments as well as uncompromised access to SAS/SATA, Fibre Channel and Ethernet storage and network infrastructures. The mobile opportunities

provided by Desklink additionally enable data migration from field to studio for both Mac® and Windows® platforms.

ATTO will show a live demonstration of “Bring Your Own Workbook,” a portable solution using Thunderbolt 2 connectivity technology. In the demo, an ATTO ThunderStream SC 4808 will connect an HP® ZBook 17 mobile workstation to both a CI Design JBOD containing Toshiba® SSDs and an HP StorageWorks Ultrium 3000 LTO-5 SAS tape drive. Iometer benchmark tests will confirm how the ThunderStream maintains a consistently high level of throughput even during drive rebuilds.

Other products ATTO will have on display at IBC include [Celerity™ 16Gb/8Gb Fibre Channel](#) and [ExpressSAS™ 12Gb/6Gb SAS/SATA](#) Host Bus Adapters (HBAs). Celerity HBAs are engineered to optimize data transfer using a combination of features such as ATTO’s [MultiPath Director™](#) multipathing driver and [Config Tool™](#) management and monitoring tool. ExpressSAS HBAs are optimized for low latency, high-bandwidth data transfers and provide a wide variety of port configurations and RAID levels. Both product lines include Advanced Data Streaming (ADS™), a feature found in all ATTO HBAs that manages I/O latency for high-performance applications.

ATTO product experts and solution architects will be available for one-on-one meetings during the conference. To schedule a meeting, please call +1.716.691.1999 x285 or visit stand #7.F41.

ATTO products are available for purchase through leading resellers, system integrators, OEMs and the [ATTO webstore](#). Learn more at <http://www.attotech.com/howtobuy/>

Information about ATTO is available at <http://www.attotech.com> and on [Twitter](#), [LinkedIn](#) and [Facebook](#).

#### **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, switches, storage controllers and management software. ATTO solutions provide connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, FCoE, 40/10GbE 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.

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