



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **Explore ATTO's Latest Devices and Solutions at NAB**

*New Fibre Channel, Thunderbolt™ 3-enabled devices will feature prominently in a series of five demonstrations inside ATTO's booth.*

**Amherst, NY (April 15, 2016)** – [ATTO Technology, Inc.](http://www.attotech.com), a global leader of storage, network connectivity and infrastructure for data-intensive computing environments, will be showcasing a wide range of products and solutions for the media and entertainment market during NAB in Las Vegas, April 18-21, in Booth SL8511.

Included in this year's demonstrations:

- Workstation to enterprise connectivity using Gen 6 32Gb Fibre Channel connectivity technology, powerful enough to enable 8K editing. This demonstration will feature ATTO's new Celerity™ 32Gb Gen 6 Fibre Channel HBA connected to a Brocade 32Gb Fibre Channel switch and routing data to a Facilis Terrablock Shared Storage System
- A "Bring Your Own Workbook" solution featuring Thunderbolt™ 2 ThunderLink™ 10Gb devices and AVID Shared Storage, a low-cost shared storage solution for mobile workbooks and workstations running Avid Media Composer. This Avid-certified solution allows multiple hosts to connect to shared storage via Ethernet and enables users to work at higher resolutions while utilizing more streams of video simultaneously
- ATTO introduces its new ThunderLink 3402, which allows Thunderbolt 3 platforms to connect to 40Gb Ethernet, and the new 40GbE FastFrame NICs with OS X drivers. This will demonstrate the performance capabilities of ATTO's 40GbE solutions and the ability to run 40GbE in both Windows® and Mac® environments
- ATTO's FibreBridge 7500 Storage Controllers allow users to connect a Fibre Channel SAN to low-cost SAS SSD storage, enabling them to share the same pool of storage over long distances. The same configuration also allows for the creation of stretch clusters, which allow identical copies of data to be housed in two separate locations

Be sure to stop by ATTO's booth at NAB to see the demonstrations and learn all about how ATTO continues to lead the way in storage and data connectivity solutions for the media and entertainment market.

To browse the entire ATTO Technology family of connectivity solutions, visit: [www.attotech.com](http://www.attotech.com).

**To purchase ATTO products through leading Value Added Resellers, System Integrators and the ATTO Web Store. Learn more:** <http://www.attotech.com/howtobuy/>.

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## ABOUT ATTO

For nearly 30 years, ATTO Technology, Inc., has been a global leader across the IT and media and entertainment markets, specializing in storage and network connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works collaboratively with partners to deliver a wide range of end-to-end, customized solutions to better store, manage and deliver big data. With a focus toward markets that require higher performance and with a dedication to working as an extension of customer's design teams, ATTO manufactures host and RAID adapters, network adapters, storage controllers, Thunderbolt-enabled devices, switches and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, 40/10GbE, FCoE and Thunderbolt. Distributing its cutting-edge products worldwide through Original Equipment Manufacturers (OEMs), systems integrators, value added resellers (VARs) and authorized resellers, ATTO is the Power Behind the Storage.

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