



The Power Behind the Storage

PRESS RELEASE

Contact: Amber Healy

ATTO Technology, Inc.

ahealy@atto.com

Phone: +1 (716) 691-1999 x160

Fax: +1 (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology to tout 4K/8K workflow solutions at SMPTE

With the broadest portfolio of connectivity solutions, ATTO offers future-proof products for tomorrow's workflows today.

Amherst, NY (October 20, 2016) – [ATTO Technology, Inc.](http://atto.com), a global leader of storage, network connectivity and infrastructure solutions for data-intensive computing environments for nearly 30 years, will maintain its position as a leading manufacturer of 4K and 8K workflow solutions for media professionals at this year's Society of Motion Picture and Television Engineers (SMPTE®) Annual Technical Conference and Exhibition, October 24-27 in Hollywood, Calif.

ATTO's [Celerity™](#) 32Gb and 16Gb Gen 6 Fibre Channel host bus adapters (HBAs) power faster data transfers and guarantee data will be delivered in order with the lowest latency. With ATTO's proprietary [MultiPath Director™](#) technology, Celerity HBAs reduce downtime by providing uninterrupted real-time access to data thanks to load balancing and failover protection. With 137% better writes and 33% better reads than other competitive HBAs, ATTO provides the fastest throughput speeds for demanding workflows.

It doesn't stop there: ATTO's new [ThunderLink®](#) and ThunderStream® devices offer connectivity to Thunderbolt™ 3 platforms, with sufficient throughput for 4K uncompressed video editing. The small form factor of these Thunderbolt connectivity devices makes them a perfect choice for work in the field on laptops, all-in-ones and mobile workstations, while still allowing multiple users to work on the same footage simultaneously on either Fibre Channel or 40Gb or 10Gb Ethernet networks.

ATTO provides an extensive portfolio of connectivity solutions all across the 4K/8K workflow, including [FastFrame™](#) network interface cards (NICs) for 10Gb and 40Gb Ethernet networks; [ExpressSAS®](#) 6Gb and 12Gb SAS/SATA adapters with RAID protection, and [FibreConnect](#) 8Gb and 16Gb switches for storage area network (SAN) connectivity to workgroup and data center environments.

All ATTO products feature proprietary [Advanced Data Streaming](#) (ADS™) technology, for the smoothest, most consistent time-to-data and a reduced risk of dropped frames, essential for video production.

Whether working in 4K, 8K, ultra-high definition, virtual reality or 3D, ATTO has the high-performance connectivity solutions to power the most demanding workflows. Stop by Booth 202 at the Loews Hollywood Hotel Ray Dolby Ballroom in Hollywood to learn more about how ATTO brings performance, collaboration and connectivity to the forefront or [click here](#) for more information.

To browse the entire ATTO Technology family of connectivity solutions, visit: www.attotech.com.

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

Follow ATTO on [Twitter](#)

Follow ATTO on [LinkedIn](#)

Like ATTO on [Facebook](#)

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 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.

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

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

###