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FOR IMMEDIATE RELEASE

ATTO Technology Showcases Breakthrough Media Connectivity Solutions at IBC 2025

Connectivity Matters: Powering High-Performance Media Workflows

Amherst, NY (September 10, 2025) – ATTO Technology, Inc., a global leader in network and storage connectivity solutions, will showcase cutting-edge solutions that redefine performance in media production at IBC 2025, September 12-15, at stand 7.A24, RAI Amsterdam Center.

In today's media production landscape, the power of storage and processing is ultimately defined by the speed, reliability, and intelligence of the connectivity linking them. ATTO's purpose-built solutions keep data flowing fast and flawlessly—making connectivity the backbone of every workflow.

New Product Highlights for 2025

ATTO introduces four groundbreaking products designed to meet the demands of high-resolution, collaborative media workflows:

- **ATTO Celerity™ 64Gb Fibre Channel Quad HBA** - Delivers up to 256Gb/s across four ports, ensuring studios can move high-resolution content with zero lag, even in collaborative SAN workflows.

- **ATTO ThunderLink Thunderbolt 5 Adapter with 100Gb Ethernet** - Among the first Thunderbolt 5 adapters designed for high-performance media workflows, enabling rapid file transfers and seamless cloud collaboration.

- **ATTO ThunderLink® Thunderbolt™ 5 Adapter with Dual 64Gb Fibre Channel** - Doubles the bandwidth of previous Thunderbolt adapters, forging lightning-fast links to shared storage with minimal latency.

- **ATTO FastFrame™ Quad Port 25GbE NIC** - Offers high-speed Ethernet across four ports, ensuring reliable connectivity for multi-stream editing and networked production systems.

Introducing ATTO 360 Storage

ATTO 360 Storage is an all-in-one solution for SAS, Fibre Channel, NVMe, and tape that maximizes storage performance, simplifies configuration, and ensures rock-solid reliability. By integrating features from ATTO360 Networking, ConfigTool, and Multipath Director, 360 Storage empowers creative professionals to optimize their ATTO storage infrastructure with ease.

"Connectivity isn't just a component—it's the pulse of modern media workflows," said Tim Klein, president and CEO of ATTO Technology. "Our solutions ensure our customers can take on even the toughest projects with speed, efficiency, and confidence."

Proven Solutions for Media Workflows

ATTO's showcase also includes established solutions tailored for post-production and archiving:

- **ATTO XstreamCORE® 8100T Intelligent Bridge** - Connects SAS tape drives to iSCSI networks for efficient backups in studio or on-location settings.

- **ATTO XstreamCORE® 8200T** and **ExpressSAS® SAS/SATA HBAs** - Form the backbone of high-performance storage systems with advanced management tools.

- **ATTO Performance Ethernet** - Combines ATTO FastFrame Ethernet NICs and ThunderLink Thunderbolt Adapters with ATTO 360 Networking software to optimize post-production networks.

- **Additional Products** - Including ATTO Celerity 64Gb Gen 7 PCIe 4.0 HBAs and ATTO ExpressNVM™ Smart NVMe Switch Host Adapters providing maximum performance. ATTO remains the only provider offering 100GbE NICs and up to 64Gb Fibre Channel connectivity for the latest Macs.

Experience ATTO at IBC 2025
Appointments with ATTO can be arranged via the contact form on www.atto.com/ibc-2025.

Purchase ATTO products through leading Value Added Resellers, System Integrators and the ATTO Web Store. Learn more: atto.com/howtobuy

Follow ATTO on X (Twitter), LinkedIn, and Facebook (@ATTOTechnology).

ABOUT ATTO

For over 35 years ATTO Technology, Inc. has been a global leader specializing in network and storage connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO solutions provide the highest level of storage connectivity performance for Fibre Channel, SAS, SATA, iSCSI, Ethernet, NVMe and Thunderbolt. ATTO is the Power Behind the Storage.

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