



PRESS RELEASE

Contact: Richard Root

ATTO Technology, Inc.

root@atto.com

Phone: +1 (716) 691-1999 x285

Fax: +1 (716) 691-9353

FOR IMMEDIATE RELEASE

ATTO Technology Ignites the Next Era of Media Connectivity at NAB Show 2026

Delivering Sustained 8K Performance Through Intelligent Engineering and Rock-Solid Reliability

Amherst, NY (April 7, 2026) – [ATTO Technology, Inc.](#), the trusted name in high-performance network and storage connectivity for over 35 years, is heading to NAB Show 2026 ready to redefine what's possible in media production.

Join ATTO in Las Vegas as they showcase the future of media storage, connectivity, and performance optimization. NAB Show is the premier global event for the broadcast, media, and entertainment industry—bringing together creators, technologists, and business leaders to explore the tools, trends, and workflows shaping content production, distribution, and monetization.

At **Booth N1720**, ATTO will debut and showcase several key technologies designed for the next generation of media production:

- **ATTO FastFrame™ AIR NICs:** The debut of a new line of network interface cards, [ATTO FastFrame AIR](#), engineered for the real-world demands of creative infrastructures. These cards deliver sustained blazing speeds while prioritizing airflow, thermal headroom, and rock-solid reliability—so studios get the performance they can actually count on, not just benchmark numbers.
- **Thunderbolt™ 5 & ATTO360™ Integration:** A showcase of the ultimate workflow dream team: [ATTO ThunderLink® Thunderbolt 5](#) adapters paired with the latest evolution of [ATTO360 Networking](#) and [Storage](#) software. Flexible, high-bandwidth connectivity meets intuitive management in one elegant package, perfect for edit bays, mobile rigs, or anywhere creativity never slows down.
- **Modernized Archiving with XstreamCORE®:** [ATTO XstreamCORE intelligent bridges](#) make existing SAS storage shareable across Ethernet networks, extending equipment investments while unlocking fast, IP-native access for the entire team. IBM and Symplify join ATTO in-booth to demonstrate how easy it is to modernize archival workflows and future-proof archives.

“As production technology advances, people are realizing how important connectivity is to their workflows; it’s really the heartbeat of digital media production,” said Tim Klein, President and CEO of ATTO Technology. “At NAB Show 2026 we’re giving the industry exactly what it needs: solutions that don’t just keep up with the pace of creation—they accelerate it.”

The ATTO booth will also feature a wide array of proven solutions, including [ATTO Celerity™ 64Gb Fibre Channel Quad HBAs](#), [ATTO ExpressSAS® SAS/SATA HBAs](#), and [ATTO ExpressNVM™ Smart NVMe Switch Host Adapters](#). Attendees can also learn about ATTO's deep partner ecosystem, with technology featured at partner booths including:

- AIC (N1158)
- Archiware (N1624)
- CineSys (N1117)
- Dell (N2629)
- Elements (N1717)
- OWC (N2373)
- Symply (N1616)
- Tuxera (N1660)
- XenData (W2811)

And that’s just the start—stop by to see additional solutions, talk through your workflow goals with ATTO experts, and discover what’s next for performance, connectivity, and control at every stage of production.

NAB Show 2026 runs April 18–22 at the Las Vegas Convention Center. Schedule a personal meeting at www.atto.com/nab-show-2026.

Follow ATTO on [X \(Twitter\)](#), [LinkedIn](#), [Instagram](#) 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 works closely with its partners to create the world’s best end-to-end data delivery, management and storage solutions.

###