



Partner Marketing

Quick Reference Guide – Digital Marketing

ATTO Product Images, Logos, Style Guides

Products photos, ATTO logos, style guides, brochures and other useful information and assets are available from the Resources section of our website. <https://www.atto.com/resources/>

Social Media

Each social media platform has its own guidelines for text, images, videos that can be posted there. Please search for these guidelines and follow them as closely as possible. Be aware that certain platforms limit the number of characters and spaces (for example, Twitter limits each post to 280 total characters and spaces, including URLs).

Generally, for platforms that cater to both desktop, laptop and mobile platforms, one image in an approximately 16:9 aspect ratio can suffice for all. The resolution for the single image should be at least 1920x1080 @ 72dpi or higher.

For platforms that target mobile devices first (for example, Instagram), a square format of at least 1200x1200 @ 72dpi should suffice.

For us to be notified of your post, you must properly tag us. We actively monitor these social media platforms:

For **Facebook**, **Twitter** and **YouTube**:

Use **@ATTOTechnology**

For **LinkedIn**:

Use **@atto-technology** (*note that while creating a LinkedIn post, a drop-down menu will appear after typing @ to enter a user name. Select the correct account you are referring to from the drop-down menu.*)

For **Reddit**:

Use **u/ATTO-Technology**

Note that using hash-tags (#EXAMPLE) might not result in us being notified therefore is not recommended except where hash-tags are the only way to tag a user. In the latter case, please use **#ATTOTechnology**.

Please DO NOT use #ATTO or #ATTOTech as those reference other accounts and/or topics.

We will like and/or share your posts as much as possible. If we are not following you, please notify us through the social media platform.

We encourage you to comment on and share ATTO President and CEO Tim Klein's LinkedIn posts.

<https://www.linkedin.com/in/tiklein/>

Press Releases

Please contact us with any questions about press releases.

Articles, Blog Posts, Etc.

Please contact us with any questions about articles, blog posts, news, etc.

Video

Please contact us with any questions about videos.

A Note on Trademarks

Please observe all trademarking, not only for ATTO Technology, but any time a trademarked item or entity is referenced. If you have questions on which trademarking symbol to use, refer to our website or contact us directly.

About ATTO

About ATTO (medium – 85 words)

For 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. ATTO manufactures host adapters, SmartNICs, storage appliances and controllers, intelligent bridges, Thunderbolt™ adapters, and software. ATTO solutions enable high-performance connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, Ethernet, NVMe and Thunderbolt. ATTO is the Power Behind the Storage.

About ATTO (short – 44 words)

For 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.

Product Families

The following copy can be used to describe each ATTO Technology product family. For longer descriptions or more details, please refer to the ATTO Product Catalog.

Host Bus Adapters

Celerity™ Fibre Channel HBAs and ExpressSAS® SAS/SATA HBAs provide faster and more efficient data transfers.

NVMe Switch Adapters

ATTO ExpressNVM™ NVMe switch host adapters provide the scalability, flexibility and management capabilities that enterprises need to support next-gen NVMe storage.

Smart Network Interface Cards (SmartNICs)

FastFrame™ 10/25/40/50/100 Gb Smart Ethernet NICs provide flexible and scalable unified LAN and SAN storage connectivity.

Intelligent Bridges

XstreamCORE® Ethernet and Fibre Channel intelligent bridges disaggregate storage from compute by enabling remote access and sharing of SAS JBOD, JBOF, RAID, tape and optical devices.

Thunderbolt™ Adapters

ThunderLink® adapters enable high-performance, low latency Thunderbolt connectivity to desktop and mobile workstations for network and storage connectivity.

Software

ATTO software and downloadable tools help to maximize the productivity of a number of ATTO products.