



The Power Behind the Storage

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 Introduces Next Generation High-Performance Connectivity at IBC 2024

A complete product ecosystem optimized for modern digital media workflows

Amherst, NY (August 30, 2024) – [ATTO Technology, Inc.](https://www.atto.com), a global leader in network and storage connectivity solutions, announces it will show its next generation of storage and network connectivity products and solutions at IBC 2024.

The showcase will feature ATTO Performance Ethernet, a product ecosystem engineered to address the evolving demands of data-intensive computing such as media production workloads. ATTO Performance Ethernet is a marriage between premium hardware ATTO FastFrame NICs and ATTO ThunderLink Thunderbolt adapters and ATTO software and drivers painstakingly developed to simplify deployment, optimization, and management of entire networks from a single location.

ATTO 360 Networking software simplifies high-performance Ethernet connectivity by eliminating the need to understand complex networking theory. With the click of a button, Ethernet networks are optimized for post-production workflows using profiles that target the most popular storage hardware from manufacturers such as Avid, Dell, SNS, and many more.

Furthermore, on display will be [ATTO XstreamCORE® 8100T intelligent bridge](#), a simple-to-use and cost-effective solution enabling customers to seamlessly connect SAS tape drives to iSCSI. 8100T streamlines backup processes by eliminating the limitations of a pure SAS architecture. Small and portable, 8100T is equally effective on location or in the studio.

Another highlight will be a preview of [ATTO ThunderLink® 5 adapters](#), leveraging the groundbreaking Thunderbolt™ 5 standard recently announced by Intel. These adapters are poised to deliver unparalleled performance and flexibility, catering to the increasing demands of 4K, 8K, and VR workloads. Visitors will have the opportunity to explore ATTO's roadmap for Thunderbolt 5-based products and learn how they can enhance their workflows.

"The complexity of modern media workflows demands next-generation connectivity solutions," said Tim Klein, president and CEO of ATTO Technology. "That's why we're always pushing the boundaries of innovation. We want our customers to breeze through even the toughest projects without missing a beat."

Other high-performance products at the show will include [ATTO Celerity™ 64Gb Gen 7 PCIe 4.0 Host Bus Adapters \(HBAs\)](#), and [ATTO ExpressNVM™ Smart NVMe Switch Host Adapters](#).

ATTO is the only connectivity provider that offers PCIe 4 100GbE SmartNICs and up to 64Gb Fibre Channel connectivity for the latest Macs.

Explore the ATTO Technology product ecosystem, fully optimized for media production workflows, at stand 7.A24, RAI Amsterdam Center, September 13-16, 2024.

Appointments with ATTO at IBC 2024 can be set up now using the contact form on www.atto.com/ibc-2024.

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 technology leader specializing in network and storage connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works with customers and partners to deliver end-to-end solutions to better store, manage and deliver data, often as an extension of their design teams. ATTO manufactures host adapters, SmartNICs, storage appliances and controllers, intelligent bridges, Thunderbolt™ adapters, and software. 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.

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

###