



The Power Behind the Storage

PRESS RELEASE

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FOR IMMEDIATE RELEASE

ATTO Technology Elevates Video Editing Workflows, Announces New Products at NAB

High-Performance Connectivity Solutions, Including NAB 2025 Products and a new workflow with Adobe Premiere Pro

Amherst, NY (April 5, 2025) – [ATTO Technology, Inc.](#), a global leader in network and storage connectivity solutions, today announced optimized workflows for video editors using Adobe Premiere Pro, the industry-leading video editing software, powered by its high-performance connectivity solutions. ATTO's advanced storage and network connectivity products—including three new offerings debuting at NAB 2025—optimize performance for creative professionals using Adobe's cutting-edge AI-powered features.

Adobe® Premiere® Pro is renowned for its robust toolset, enabling editors to craft compelling stories with precision. Its AI-driven capabilities, such as Text-Based Editing, Media Intelligence, Scene Edit Detection and Auto Reframe streamline complex tasks and accelerate post-production workflows. ATTO Technology's portfolio—including [Celerity™ Fibre Channel HBAs](#), [FastFrame™ Ethernet NICs](#), [ExpressSAS® SAS/SATA HBAs](#), and [ThunderLink® Thunderbolt™ Adapters](#)—complements these innovations by ensuring high-speed, reliable data transfer between storage systems and editing workstations. This synergy is critical for handling large, high-resolution video files, a common demand in today's media production environments.

ATTO ThunderLink Thunderbolt Adapters enable lightning-fast connectivity for external storage devices, allowing editors to access and manipulate 4K, 8K, and beyond footage seamlessly within Premiere. Meanwhile, ATTO Celerity Fibre Channel HBAs provide low-latency, high-bandwidth connections to shared storage solutions like Avid® NEXIS®, [a setup ATTO has optimized for collaborative workflows](#). These tools ensure that Adobe's AI features—like automated color grading with Lumetri Color or real-time playback enhancements—perform at peak efficiency, reducing bottlenecks and empowering creators to focus on storytelling.

ATTO is showcasing three new products at NAB 2025, each designed to supercharge workflows that Premiere excels in:

- The **ATTO Celerity 64Gb Fibre Channel Quad HBA** delivers up to 256Gb/s across four ports—perfect for enterprise studios editing 8K ProRes 422 HQ footage (~5.88Gb/s per stream). Editors can access dozens of streams simultaneously, ensuring Adobe’s AI tools, like real-time playback enhancements, run without lag, even in collaborative SAN environments.
- The **ATTO ThunderLink Thunderbolt 5 Adapter with Dual 64Gb Fibre Channel** doubles the Fibre Channel bandwidth of older Thunderbolt Fibre Channel adapters, enabling significantly faster access to shared storage for high-resolution workflows and Premiere’s Scene Edit Detection with minimal latency.
- The **ATTO ThunderLink Thunderbolt 5 Adapter with 100Gb Ethernet** leverages Thunderbolt 5’s improved native data rate, ideal for IP-based workflows. It accelerates file transfers and cloud collaboration in Premiere, enhancing features like Auto Reframe by ensuring fast access to networked assets.

“Adobe Premiere Pro’s AI capabilities are transforming how video professionals work, and ATTO is proud to support those advancements with our connectivity solutions,” said Tim Klein, president and CEO, ATTO Technology. “Our new products launching at NAB 2025 are designed to keep data flowing smoothly, so editors can fully harness these powerful tools.”

Each product’s specification highlights ATTO Technology’s role in the Adobe Video Ecosystem, where seamless integration with tools like Premiere and Adobe After Effects® enhances end-to-end workflows. For more on how ATTO solutions turbocharge your creative process with Adobe Creative Cloud®, visit atto.com/adobe-creative-cloud. Visit ATTO at booth SL5616, at NAB April 6-9, 2025.

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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.

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