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Silicon Storage Appliances to Power Applications in Matrox, Incite, Dayang, Video Technics Booths at NAB 2002

DataDirect Networks' Enabling Storage Network Appliances Bring Increased Productivity, Lower Operating Costs to Real-Time Broadcasting, Non-Linear Editing, Post Production Applications

LOS ANGELES – March 27, 2002 – DataDirect Networks, the leading provider of the world's highest performance storage networking appliances, announced that their Silicon Storage Appliances will be enabling best-of-breed solutions at NAB 2002. Silicon Storage Appliances deliver compelling application productivity, cost effective scalability and simplified management benefits to real-time broadcasting, non-linear editing and post production applications.

DataDirect's Silicon Storage Appliances will be used in solutions from industry-leading companies including Matrox Video Products Group, Incite Multimedia Corporation, Dayang Technology Development and Video Technics, Inc. at the annual broadcasting industry event. Silicon Storage Appliances will also be demonstrated in DataDirect Networks' booth (S5744) at the Sands Convention Center.

Silicon Storage Appliance technology allows creative professionals to accelerate their applications, providing data at least three times faster than existing Storage Area Networking (SAN) solutions and ten times faster than Network Attached Storage (NAS) technology, while managing storage simply and easily. Using Silicon Storage Appliance-based infrastructures allows broadcast professionals to overcome the many limitations of first generation storage networks, bringing increased application productivity, cost-effective scalability and simplicity with high QoS in a plug and play appliance.

"Silicon Storage Appliances are providing broadcast and professional media companies with a mature and robust SAN infrastructure to create flexible and cost-effective solutions for broadcast and creative professionals," Robert Woolery, vice president corporate development, DataDirect Networks, said. "The benefits that Silicon Storage Appliance-based SANs bring to users – increased productivity, scalability and ease of management – combine to create broadcasting and professional solutions that provide lower Total Cost of Ownership and increased Return on Investment for their customers."

Broadcasting leaders that will be demonstrating Silicon Storage Appliance-centric solutions at NAB 2002 include:

Matrox Video Product Group (Booth S4427)

At Matrox Video Products Group's booth, a S2A 6000 Silicon Storage Appliance will serve as the storage networking infrastructure of the all digital Networked Broadcast Studio (NBS) solution at NAB 2002. The Matrox NBS is designed to show the streamlined workflow that can be achieved in a digital newsroom environment-enabled by Matrox and the S2A 6000 Silicon Storage Appliance. The various stations acquire raw feeds directly to disk, edit in realtime, create graphics, titles and animations, then playout straight to air.

"Using DataDirect's Silicon Storage Appliances as the SAN infrastructure for Network Broadcast Studios enable the maximum productivity benefits from networked Matrox DigiSuite solutions," Lee Kaburis, product manager, Matrox Video Products Group, said. "DataDirect's storage appliance approach makes SAN setup, scaling and management easy, and performance brought about by Silicon Storage Appliance-enabled solutions is very impressive."

Incite Multimedia Corporation (Venetian Advanced Technology Suite, Casanova 605)

Incite Multimedia Corporation, a leader in editing software and network editing solutions, will be showcasing a S2A 6000-based storage networking solution that delivers access, collaboration and scalability for broadcast, post and digital media installations. Incite will be demonstrating Incite Editor with Matrox MAX and their Networked Broadcast Studio for high performance production, based on Silicon Storage Appliance technology. The Silicon Storage Appliance-based SAN brings Incite the ability to create highly scalable, simple-to-deploy and easy-to-manage storage networks that simplify information management and lower operating costs.

"Using Silicon Storage Appliance solutions as the storage network foundation for our non-linear editing solutions brings easy to manage, highly scalable storage networks that deliver substantial application productivity benefits to digital professionals," Georges Nakhle, worldwide distribution manager, Incite Multimedia Corporation, said. "Silicon Storage Appliances put a competitive and compelling technology advantage at our customer's fingertips."

Dayang Technology Development (Booth S2950)

Dayang Technology Development, China's premier provider of tape-less news production systems, will be demonstrating their real-time news system based upon S2A 6000 Silicon Storage Appliance technology. The appliance-enabled system from Dayang integrates news receiving systems, satellite signal auto capturing/recording systems, local news acquisition systems, news program post-production systems, news script systems and news studio systems in one interlinked environment, bringing workflow and productivity efficiencies to broadcasters.

"We've chosen Silicon Storage Appliances to serve as the core of our storage networks based on their unbeatable application acceleration, scalability and their ability to deliver the lowest Total Cost of Ownership over the competition." Johnson Chen, chief operating officer, Dayang Technology Development, said. "Using the Silicon Storage Appliance as the intelligent, centralized backbone of the production environment allows the combination of editing of news clips and video clips into one procedure, reducing costs and increasing productivity."

Video Technics, Inc. (Venetian Advanced Technology Suite, Casanova 605)

Video Technics, Inc., a solutions innovator for the digital and analog video graphics and video communications industries, will be showcasing their Apella Video Clip Server product in conjunction with a S2A 6000 Silicon Storage Appliance. The Apella VCS is specifically designed to take advantage of SAN environments and supports DVCPRO/DVCAM and multiple bit-rate MPEG-2. Video Technics' Silicon Storage-based Apella Video Clip Server offers unprecedented flexibility from ingest to edit to playout of broadcast-quality video and audio from anywhere on a network; a powerful and robust, component server solution for professional DTV facilities. With this new server, capturing, storing, manipulating, and playing quality video and audio from anywhere on the network is now cost-effective and simple for any broadcast facility.

"We are committed to providing broadcasters with powerful, cost-effective, and open-systems solutions that fulfill the demanding needs in broadcast and professional facilities around the world. DataDirect Networks' Silicon Storage Appliance gives these facilities a mature SAN solution that meets and exceeds their demanding requirements," Mark Rivers, president, Video Technics, said. "Silicon Storage Appliances allow us to move content from creation to broadcast quicker than first generation SANs, allowing us to improve productivity and speed to air."

Video Technics will be hosting a private party for media and television broadcast VIPs showcasing digital newsroom solutions on Tuesday, April 9 from 6 to 10 p.m. in the Venetian Advanced Technology Suite, Casanova 605. Newsroom solutions featuring technology from DataDirect Networks, Incite Multimedia, Video Technics and Video Design Software will be demonstrated at the event; these solutions can also be seen during regular show hours by NAB attendees. To be added to the party guest list, contact Andy Tuggle at (404) 327-8300, ext. 308 or via email at atuggle@videotechnics.com.

Easy to Manage Silicon Storage Appliances Accelerate and Simplify

Silicon Storage Appliances bring parallelism and superior virtualization benefits to content creators and provides unmatched advantages to the production environment. For broadcasters and creative professionals needing high stream count, rock solid audio and video streams, storage and host scalability, and simplified management, DataDirect Networks' Silicon Storage Appliance technology sets new standards in application acceleration and plug and play simplicity.

With each appliance's ability to supply over 6000 hours of 50Mbit/sec MPEG2@ML content to 90 concurrent streams, the Silicon Storage Appliance brings industry leading performance and scalability benefits to broadcasting and digital production environments. Directly supporting up to 512 workstations and 180 Terabytes of storage, DataDirect's technology can simultaneously support a multitude of ingest, NLE, CG, playout and browse stations. DataDirect's "format independence" guarantees scaling of capacity and streams from highly-compressed all the way to HD and beyond.

Customers using DataDirect's Silicon Storage Appliances include the British Broadcasting Company, CineGroupe, Star TV, Time Warner Cable, Loudeye, NASA, NCSA, National Center for Atmospheric Research, Lawrence Livermore National Laboratories, National Century Financial Enterprises, Sandia National Laboratories, and Sonic Foundry, among others. DataDirect SAN partnerships include industry leaders VERITAS, Seagate, Emulex, and QLogic, among others.

About DataDirect Networks, Inc.

DataDirect Networks is the leader in the rapidly growing market for intelligent storage networking appliances. Serving IT professionals in the broadcasting, digital production, government, defense, and oil and gas industries, DataDirect Networks' Silicon Storage Appliances make it easy, simple and trouble-free to accelerate and manage applications, dramatically reducing TCO and increasing ROI. For more information, contact DataDirect Networks at (818) 700-7600 or visit www.datadirectnet.com.

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