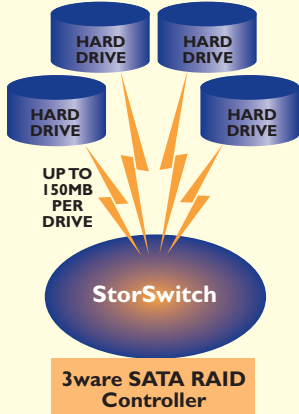




## 3ware ATA Controllers Provide Peak Storage Performance for Creative Minds

### StorSwitch™ Architecture

3ware® Escalade ATA RAID controllers deliver industry-leading performance, data availability and fault isolation. The secret is in the StorSwitch architecture, which delivers reliability, scalability and high performance.



### The 3ware Value

- Support for 2TB of storage in a small all-in-one server/storage chassis
- High-performance, reliable storage solution
- Support for ATA and SATA drives
- Price effective solution for small and medium workgroups
- Supports ease-of-use requirement
- Works with Avid as a development partner

Have you watched a movie or television show lately? Or perhaps you've listened to music CDs. If you've done any of these, chances are you have experienced a product created using Avid technology. Avid Inc. is the recognized digital standard for professionals who make the world's creative media — from video, audio and film, to animation, special effects and streaming media. Avid's products are used to make more television and news shows, commercials, music videos and CDs, corporate/industrial productions and major motion pictures combined than any other nonlinear editing manufacturer in the world. With the LanShare EX — an all-in-one storage and server system — Avid has recently extended its reach by redefining how digital media is stored, shared, and distributed, enabling users to collaborate on projects locally and globally.

### Meeting Customer Demands With LanShare EX

Video editing and rendering requires predictable real-time results and puts great demands on the storage subsystem. Editing hardware is optimized for performance, reliability and support of the required tools and effects. Users demand continuous access to stored video files without interruption. For these environments, minimum storage subsystem requirements include sustained data rates of at least 25MB/second and 200GB of high-performing RAID storage.

Avid customers rely on the LanShare EX when they need to support collaborative media and editing projects. Designed for fast-paced workgroup environments, the LanShare EX requires high performance, scalable and reliable storage, along with versatility and ease of use. Avid's challenge was designing a system that small and medium workgroups could afford while not economizing on features. These requirements were satisfied by utilizing the 3ware Escalade 8500-8 RAID controller and sixteen (180GB) ATA drives in the LanShare EX for a total capacity of over 2.8 terabytes of storage enabling a large number of clients to simultaneously access volumes of data on demand.

*3ware combines an advanced switched RAID architecture (StorSwitch) with ATA drives to deliver a premium performance, high-availability storage solution.*

**“3ware’s use of network switching technology and individual ports for each drive, along with the fantastic price of their solution, put it way ahead of all other products we evaluated. They are an outstanding partner, always willing to work with us and provide what we need.”**

**Paul Manzer**  
Hardware Engineering Manager, Avid Inc.

## LanShare EX

*LanShare EX is an all-in-one server and storage chassis providing a highly effective, low cost solution for workgroups that want to dramatically streamline their workflow.*



## Key features of LanShare EX storage

- 1.92TB standard, expandable to 2.9TB
- Uses the ultra-reliable Avid Unity MediaNetwork software for powerful file sharing and system administration
- True file-level sharing for all clients
- Full administration and monitoring capabilities
- UnityRAID (0+1) protection

By virtue of its patented StorSwitch architecture, 3ware excels in key areas of performance. The use of a non-blocking packet-switching data path to handle storage transactions boosts speed, increases bandwidth on demand, and decreases latency. 3ware’s StorSwitch architecture employs an internal, high-speed bus that is capable of accommodating the aggregate bandwidth of all individual drives and can scale to the maximum capacity of the internal bus. Because the 3ware controller is able to simultaneously send data in bursts to each drive, performance is greatly improved over traditional shared-bus solutions.

## Stringent Testing – A Key to Quality

Although the 3ware Escalade controller met all of Avid’s technical specifications, final approval and use of the product would only come after passing Avid’s rigorous test process. 3ware not only passed the engineering, quality, software integration and process maturity tests with flying colors, they also passed the financial test — the perfect product at the right price. With the StorSwitch architecture and ATA drives, 3ware provided a superior solution by combining the best in performance, functionality, and cost. In addition, Avid demands that partners provide first class service and support, which as they found, is standard practice at 3ware.

## Providing Data On Demand in Collaborative Environments

Avid’s innovative storage management software combined with the 3ware Escalade controller streamlines workflow, accelerates productivity and expands creative collaboration. And because it’s ATA based, this advanced technology with up to 2TB of storage, is available at a price that even small and medium-workgroups can afford. For universities, broadcast television stations, and collaborative post-production design environments, advanced storage capabilities are now available to handle their large volumes of data.



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