



**For Immediate Release**

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**LTO GENERATION 3 ADDS MAXELL AS LICENSEE**

*Latest Super Tape Drive Format to Offer 800GB Capacity; 80-160MB/s Speed*

**SILICON VALLEY, CALIF. — (Sept. 1, 2004) —** The LTO Ultrium format Generation 3 continues to garner great demand as Certance, HP and IBM Corporation, the three technology provider companies for the LTO (Linear Tape-Open) Program, today announced Maxell as the latest Ultrium format Generation 3 licensee.

The LTO Ultrium format continues to penetrate the tape market according to a March 24, 2004 Gartner Dataquest report: Tape Drive Market Shares, 2003, by Fara Yale, Research Vice President, which found that drives based on the LTO Ultrium format out-shipped Super DLT by more than 2:1.

The LTO Ultrium format, an open specification, provides increased competition to the marketplace, technical innovation through collaboration, data interchangeability with multiple tape drive manufacturers, multiple vendor feature choices, and scalability for growth. The LTO Program technology specifications are available to any company to license and develop products based on the Ultrium specifications.

“Licensing of the Ultrium format Generation 3 once again demonstrates Maxell’s on-going commitment to next-generation tape products that meet the high capacity storage requirements confronting users,” said Peter Brinkman, Vice President of Marketing, Maxell. “The development of Maxell LTO Generation 3 will help ensure that legacy investment in previous Ultrium generations is protected and customers can rest assured that we will be there to provide premium quality media as future LTO Technology generations emerge.”

“With the availability of the LTO Ultrium format Generation 3 specifications, the real winners are end users,” said Barry Rudolph, Vice President, Tape Storage Systems, IBM. “The LTO Program has maintained the trust it has built with storage administrators by delivering the LTO Generation 3 specification on time with products expected late 2004 or early 2005. End users will be able to migrate from current LTO drives to LTO3 for added performance and capacity and have the choice of feature sets from multiple vendors that address the unique needs of their storage environment.”

LTO Ultrium format Generation 3 will feature doubled cartridge storage capacity of up to 800GB compressed (assuming a 2:1 compression) and data transfer rates up to 80-160 MB per second compressed (assuming a 2:1 compression). Generation 3 drives offer backwards-compatible read-and-write capability with the Ultrium format Generation 2 cartridges and backward read capabilities with Generation 1 cartridges helping to preserve user investments and ease integration of the LTO Generation 3 technology.

In adherence to its compliance testing, the LTO Program requires that all licensees pass a series of compliance verification tests, which call for rigorous data interchangeability testing before being issued a license and the right to display the trusted Ultrium trademark. Compliance testing of all Ultrium products must be completed annually to ensure that all manufacturers adhere to the LTO Ultrium format specifications. Buyers seeking true Ultrium format-Compliance products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges.

#### **How to License LTO Ultrium Technology**

The LTO Program offers several different license packages – from enhanced packages that provide the specifications to manufacture Ultrium products, to basic license packages, providing Ultrium format specifications and guidelines for interchangeability.

Buyers seeking Ultrium format-compliant products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges. Storage and media manufacturers interested in licensing LTO technology may obtain information by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by e-mail at [LTO\\_INFO@ladasparry.com](mailto:LTO_INFO@ladasparry.com).

#### **About Linear Tape-Open (LTO) Technology**

LTO technology is a powerful, scaleable, adaptable open tape format created by technology providers Certance, HP, and IBM Corporation to help meet the growing demands of data protection in the midrange to enterprise-class server environments. This ultra-high capacity generation of tape storage products is designed to deliver outstanding performance, capacity and reliability combining the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout, and error correction.

The LTO Ultrium format has a well-defined roadmap for growth and scalability – a roadmap that projects a doubling of speed and capacity with each new generation. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO Program. Ultrium tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For additional information on LTO technology, visit the LTO Program Web site at [www.ultrium.com](http://www.ultrium.com).

#### **About Maxell**

A technology and marketing leader in premium recordable media products since 1969, Maxell Corporation of America, is a full-line manufacturer of digital and analog media products for the data storage, consumer and broadcast markets. Maxell's Data Storage Group serves the needs of customers from the desktop to the data center with one of the industry's broadest lines of premium digital recording media.

Note: Linear Tape-Open, LTO, the LTO logo, Ultrium, and the Ultrium logo are U.S. trademarks of Certance, HP and IBM in the US, other countries, or both.

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