

**For Immediate Release**

For more information:  
Kari Ferguson  
Fleishman-Hillard, Inc.  
213/489-8292  
[fergusok@fleishman.com](mailto:fergusok@fleishman.com)

**LTO PROGRAM ADDS SONY CORPORATION'S RECORDING MEDIA DIVISION  
AS AN ULTRIUM™ FORMAT MEDIA LICENSEE**

*Addition Signals Continuing Industry Support For LTO Program*

**SILICON VALLEY, CALIF. — (August 9, 2000)** — Hewlett-Packard Company, IBM Corporation and Seagate Technology Inc., the technology provider companies of Linear Tape-Open technology (referred to as LTO technology), today announced that Sony has acquired an Ultrium™ tape cartridge license package. There are now almost 30 industry-leading firms which have entered into LTO license agreements.

"Our success in attracting licensees to the program has far exceeded our expectations," said Jack Trautman, general manager, Hewlett-Packard's Data Protection Organization. "The acceptance of and commitment to LTO technology within the industry is evident in the number and caliber of companies aligning themselves with the LTO program. The support from media manufacturers in particular reflects the industry's confidence in the success of the LTO program and the Ultrium format."

There are now eight media manufacturers possessing the Ultrium cartridge license; EMTEC, Fuji Photo Film, Hitachi Maxell, Imation, Quantegy, TDK, Verbatim and Sony. The Ultrium format, one of two formats based on LTO technology, uses single-reel media. First-generation products will feature capacities of up to 100GB native/200GB compressed and data transfer rates of up to 20MB/s native and 40MB/s compressed (assuming a 2:1 compression ratio).

LTO technology is a powerful, open tape architecture designed for a new generation of tape storage products. It combines the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout and error correction code to maximize capacity, performance and reliability.

Ultrium and Accelis tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For licensing information, contact the Law Offices of Ladas & Parry at (323) 934-2300 or by e-mail at [LTO\\_INFO@ladasparry.com](mailto:LTO_INFO@ladasparry.com). For additional information on LTO technology, visit the LTO Web site at <http://www.lto-technology.com>.

- more -

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

LTO technology, a powerful, open tape architecture, is setting the stage for a new generation of tape storage products that is expected to surpass current tape capacity and performance benchmarks, while maintaining the highest data integrity. It combines the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout, and error correction code to maximize capacity, performance and reliability.

The Ultrium format is one of two formats based on LTO technology. It uses a single-reel media with capacities of up to 100GB native and data-transfer rates of up to 20MB/s native and 40MB/s compressed (assuming a 2:1 compression ratio).

The Accelis format is a fast-access, dual-reel implementation that is designed to offer data retrieval in less than 10 seconds. Both formats have an identified four-generation roadmap for future capacity and performance enhancements.

While the LTO program gives licensees wide latitude in implementing mechanical and electrical designs, strict adherence is required to format specifications impacting the ability to read and write Accelis or Ultrium cartridges. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO program.

Ultrium and Accelis tape mechanism and tape cartridge interchange specifications are available on a licensee basis. Licensing information is available 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). More information on LTO technology is available on the LTO Web site at [www.lto-technology.com](http://www.lto-technology.com).

# # #

*Note: Linear Tape-Open, LTO, Accelis and Ultrium are U.S. trademarks of HP, IBM and Seagate.*