



**For Immediate Release**

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**IMATION LICENSES LTO ULTRIUM FORMAT GENERATION 3**

*Tape Storage Industry Shows Immediate Support for LTO3*

**SILICON VALLEY, CALIF. — (Aug. 12, 2004) —** Certance, HP and IBM Corporation, the three technology provider companies (TPCs) for the Linear Tape-Open (LTO) Program, today announced Imation as a licensee for the LTO Ultrium format generation 3.

“The LTO Ultrium format has been well received by customers and has been a proven winner for Imation. We believe the third generation LTO Technology will be widely accepted by end users,” said Colleen Willhite, vice president and general manager, Imation Corp. “The LTO Technology’s roadmap continues to meet our customers’ growing storage needs and is delivering the LTO Ultrium format generation 3 to the market at the right time with the right solution.”

The LTO Ultrium format generation 3 offers twice the storage capacity over generation 2, with an increase to 800GB compressed (assuming a 2:1 compression) and transfer rates of up to 160MB compressed (assuming a 2:1 compression). To protect customer investments in LTO Technology, LTO Ultrium format generation 3 drives will offer backwards-compatible read-and-write capability with generation 2 cartridges and backward read capabilities with generation 1 cartridges.

“LTO Technology licensees provide end users the power to choose the solution that best meets their needs, which has played a central role in helping make the LTO Ultrium format the super tape technology market leader,” said Howard Matthews, president and CEO, Certance LLC.

“Continued support from key media storage vendors such as Imation for the LTO Ultrium format generation 3 highlights the value an open specification technology brings to the marketplace – multiple vendors and feature choices, data interchangeability, high speed and capacity, reliability as well as scalability.”

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 LTO 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-compliant products should look for the LTO 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).

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.

### **About Imation**

Imation Corp is a leading developer, manufacturer and supplier of magnetic and optical removable data storage media. With one of the broadest product lines in the industry – spanning from a few megabytes to hundreds of gigabytes of capacity in each piece of media, Imation serves customers in more than 100 countries, in both business and consumer markets. Revenues in 2003 were \$1.16 billion. Currently, 60 percent of total sales are from outside the U.S. With more than 300 scientists and over 330 U.S. patents, Imation continues to pioneer today's proven magnetic and optical media technologies. Imation employs approximately 2,800 people worldwide. Additional information about Imation is available on the company's website at [www.imation.com](http://www.imation.com), or by calling 1-888-466-3456.

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