

**iVivity Editorial Contacts:**

Martin Mainini, iVivity  
678.990.1550, ext. 211, [martin\\_mainini@ivivity.com](mailto:martin_mainini@ivivity.com)  
Sandra Moreland, Moreland Group  
404.851.1535, [sandra@morelandgroup.net](mailto:sandra@morelandgroup.net)

**Vativ Technologies Editorial Contacts:**

Ken Morikawa, Vativ Technologies  
858.658.0050, [morikawa@vativ.com](mailto:morikawa@vativ.com)

**For Immediate Release**

## **iVivity and Vativ Unveil First 10Gbps Copper Universal Twisted Pair Solution for Storage Systems**

### **CAT-5e-Based 10Gbps iSCSI Enables Low-Cost Storage Networks**

**Atlanta, October 24, 2005** – iVivity®, the leading provider of storage network building block technologies including industry leading iDiSX® storage network processors, software and custom board solutions, and Vativ Technologies, a leading provider of innovative DSP-based silicon solutions, are collaborating on the first public demonstration of 10Gbps CAT-5e copper connectivity for storage systems. By enabling the use of inexpensive, ubiquitous CAT-5e cabling for 10Gbps storage networking systems, the companies are leading the way for the storage industry's inevitable adoption and mass deployment of 10Gbps iSCSI. This unprecedented demonstration will take place during the Storage Networking World Conference, October 24-28, in Orlando, Florida.

iVivity will demonstrate an iDiSX storage network processor powered iSCSI storage system servicing full 10 Gbps throughput over low cost UTP cabling utilizing Vativ's industry-leading V10LAN transceiver device technology.

"iVivity has demonstrated iDiSX's interoperability with multiple 10Gbps switches and adapters and it has proven to be a very viable platform for implementing 10Gbps storage," said Rafiq Batcha, iVivity Product Manager. "Our demonstration with Vativ proves that iVivity technology is a key enabler of 10Gbps storage networks."

"We are pleased to demonstrate that our industry leading V10LAN™ solution can be effectively deployed for 10Gbps storage systems," said Sreen Raghavan, President and CEO of Vativ Technologies. "Vativ's V10LAN based XENPAK offers flexible, low-cost, interconnect solutions operating at 10Gbps over ubiquitous CAT-5e cabling."

"It's a natural evolution for the industry's most innovative companies focused on 10Gbps solutions to partner," said Marc Staimer, President and CDS of Dragon Slayer Consulting. "When you can deliver this kind of performance over twisted pair, as evidenced by the iVivity and Vativ demonstration, you have achieved a strategic breakthrough to reach OEMs and storage system vendors who currently consider 10Gbps iSCSI development cost-prohibitive."

For this demonstration, iVivity will utilize a Fujitsu XG800 switch and four HP Proliant DL140 servers. Each server will have a Neterion XFrame1 NIC to drive iSCSI traffic through the switch into an iDiSX target array.

## **About Vativ Technologies**

Vativ Technologies, Inc. is a fabless semiconductor company focused on providing innovative high-bandwidth, advanced digital signal processing solutions for digital television and 10Gigabit Ethernet LAN markets. Vativ's novel DSP technology has resulted in multiple patents filed in the U.S. and internationally. The company's advanced architecture enables higher data rate and lower system cost, while providing greater robustness and higher performance margins required for using low-cost media interconnects. Vativ is headquartered in San Diego. For more information about Vativ Technologies or its products, visit [www.vativ.com](http://www.vativ.com).

## **About iVivity**

Founded in 2000, iVivity has recently brought to market a revolutionary new storage network architecture named iDiSX® that is accelerating the trend toward a more intelligent and higher performance storage network. iDiSX storage network processor based systems are higher performance, more compact, less costly, and easier to design and develop than comparable custom ASIC and/or software on general purpose platforms. iVivity designs and provides HBA and system boards based around its storage network processors per custom OEM specifications. Additional services include integration of custom or third-party software stacks for data protection, data management, information life cycle management and disaster recovery. iVivity headquarters are in Atlanta, Georgia. Company and product information is available by calling 1-678-990-1550, or at [www.iVivity.com](http://www.iVivity.com)