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Visual Effects Post-Production Leader Glassworks Deploys Mellanox & Pixit Media Technology to Boost Performance of Its Storage and Networking Architecture

Mellanox's end-to-end InfiniBand and Ethernet interconnect and Pixit Media's PixStor deliver seamless, high-performance media data transfer and real-time playback of large data sets

LAS VEGAS--(BUSINESS WIRE)-- **NAB** — Mellanox® Technologies, Ltd. (NASDAQ: MLNX), a leading supplier of high-performance, end-to-end connectivity solutions for servers and storage systems, and Pixit Media, provider of enterprise-ready storage, network and archive solutions, today announced that [Glassworks](#) has selected a combined Mellanox and Pixit Media solution to power its visual effects (VFX) and post-production storage and networking infrastructure. Glassworks is using Mellanox's end-to-end Virtual Protocol Interconnect® (VPI) solution, which provides InfiniBand and Ethernet connectivity on the same wire, and Pixit Media's PixStor technology to increase the performance and efficiency of its system without needing to add servers. The solution also future-proofs its infrastructure for 4K workflows.

Glassworks, a leading European post-production and VFX facility, upgraded the storage and networking architecture in its Amsterdam office to Pixit Media's new PixStor solution. PixStor is a unified, highly scalable storage and networking architecture that guarantees performance to an unlimited number of file-sharing or streaming clients from a single, central storage location. PixStor leverages Mellanox's end-to-end FDR 56Gb/s InfiniBand and 40/56Gb/s Ethernet interconnect solutions with VPI technology to provide a seamless, high-performance rate of media data traffic from storage disk to creative application desktop.

"The ability to share project data between creative departments without the need for multiple, proprietary storage systems will have a big impact on our business," said Will Isaac, head of engineering at Glassworks. "Our creative staff has instant access to content, enabling quicker and more elegant project collaboration at a reduced cost. As an innovator in an evolving industry, we need to be ready to deliver 4K projects without any further investment in our network. It's a win-win."

Glassworks projects depend on a collaborative workflow between offline creative applications. These projects require data assets to be shared from a central file repository as well as sent to client-attend finishing suites for grading and editing projects that require sustained playback streams of high resolution sequences. Traditionally, these projects required large, time-consuming data set transfers between the two creative departments.

"I'm impressed with the performance uplift Mellanox has brought to our PixStor solution," said Barry Evans, technical director at Pixit Media. "Since partnering with Mellanox, we are able to provide customers like Glassworks with significant increases in performance using its existing storage footprint, resulting in considerable cost savings."

Upgrading its central storage and network to PixStor with Mellanox VPI technology allows Glassworks to significantly increase streaming rates from the central storage, enabling editing and grading suites to play back simultaneous sequences of 2K resolution material in real-time without the need for copying data locally. PixStor, in partnership with Mellanox, can now scale to up to 8.5PB of useable storage capacity and sustain over 20 streams of uncompressed 4K DPX frame sequences from a standard two-storage-node system.

"Scalable storage networking and high performance data transfer are critical for media businesses," said Kevin Deierling, vice president of marketing at Mellanox Technologies. "The combined Mellanox and Pixit Media technology offers Glassworks an affordable solution that maximizes ROI and delivers the highest performance currently available in the market."

Supporting Resources:

- Learn more about [Pixit Media's PixStor powered by Mellanox Technology](#)
- Learn more about [Mellanox's solution for Media and Entertainment companies](#)
- Learn more about Mellanox's complete FDR 56Gb/s InfiniBand [Adapter](#) and [Switch](#) solution
- Learn more about [Mellanox's complete 40GbE solution](#)
- Follow Mellanox on [Twitter](#), [Facebook](#), [Google+](#), [Linked-In](#), and [YouTube](#)

- Follow Pixit Media on [Twitter](#) and [Linked-In](#)
- [Join the Mellanox Community](#)

About Mellanox

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software, cables and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services. More information is available at www.mellanox.com.

About Pixit Media

Pixit Media was established to solve the asset storage and networking challenges faced by media companies today and is built on years of experience in broadcast and media application workflows. With a complete understanding of how these file-based workflows interact with traditional IT elements, Pixit Media is well placed to deliver highly efficient, linearly scalable network and storage solutions. By taking a vendor-neutral design approach and through treating storage and network technologies as balanced partners rather than disparate elements, Pixit Media is able to provide a predictable, cost effective architecture that scales to meet customer needs. More information is available at <http://www.pixitmedia.com>

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Certain matters discussed in this press release are forward-looking statements, including statements related to the impact on Glassworks' business of the combined Mellanox and Pixit Media technology. These forward-looking statements are based on our current expectations, estimates and projections about our industry and business, management's beliefs and certain assumptions made by us, all of which are subject to change.

Forward-looking statements can often be identified by words such as "projects," "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions and variations or negatives of these words. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

The risks and uncertainties that could cause our results to differ materially from those expressed or implied by such forward-looking statements include the continued expansion of our product line, customer base and the total available market of our products, the continued growth in demand for our products, the continued, increased demand for industry standards-based technology, our ability to react to trends and challenges in our business and the markets in which we operate, our ability to anticipate market needs or develop new or enhanced products to meet those needs, the adoption rate of our products, our ability to establish and maintain successful relationships with our OEM partners, our ability to effectively compete in our industry, fluctuations in demand, sales cycles and prices for our products and services, our success converting design wins to revenue-generating product shipments, the continued launch and volume ramp of large customer sales opportunities, and our ability to protect our intellectual property rights. Furthermore, the majority of our quarterly revenues are derived from customer orders received and fulfilled in the same quarterly period. We have limited visibility into actual end-user demand as such demand impacts us and our OEM customer inventory balances in any given quarter. Consequently, this introduces risk and uncertainty into our revenue and production forecasts and business planning and could negatively impact our financial results. In addition, current uncertainty in the global economic environment poses a risk to the overall economy as businesses may defer purchases in response to tighter credit conditions, changing overall demand for our products, and negative financial news. Consequently, our results could differ materially from our prior results due to these general economic and market conditions, political events and other risks and uncertainties described more fully in our documents filed with or furnished to the Securities and Exchange Commission.

More information about the risks, uncertainties and assumptions that may impact our business is set forth in our annual report on Form 10-K filed with the SEC on February 28, 2014. All forward-looking statements in this press release are based on information available to us as of the date hereof, and we assume no obligation to update these forward-looking statements.

Mellanox Technologies, Ltd.

Press/Media Contact

Waggener Edstrom

Ashley Paula, +1-415-547-7024

apaula@waggeneredstrom.com

or

USA Investor Contact

Mellanox Technologies
Gwyn Lauber, +1-408-916-0012
gwyn@mellanox.com

or

Israel Investor Contact

Gelbart Kahana Investor Relations
Nava Ladin, +972-3-6074717
nava@gk-biz.com

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