

## **PIVOT3 ANNOUNCES SERVERLESS COMPUTING TECHNOLOGY**

### **Innovative Convergence Approach Eliminates the Need for Servers;**

### **Customers Use 44 Percent Less Power and Half the Rack Space of Current “Serverful” Deployments**

Palo Alto, Calif. –August 5, 2008 – Pivot3, Inc, the market leader in High-Definition Storage™, today announced a technology breakthrough, allowing for the elimination of servers for most applications that store information. Pivot3 Serverless Computing™ allows customers to absorb compute-intensive workloads, now performed using stand-alone application servers, into Pivot3’s X86-based storage nodes. Pivot3’s unique approach to storage virtualization and server convergence introduces dramatic improvements to today’s server consolidation acquisition costs, power consumption, heat generation, and rack space. Pivot3 Serverless Computing also enables environments that have not typically been considered good candidates for conventional server virtualization deployments, because of the technology’s unique performance characteristics.

In addition to Pivot3’s recent awards from Frost and Sullivan, SIA, Byte and Switch and IPVS Labs, the company is also announcing today that has been selected as a finalist in the “Best Virtualization Solution” category at the LinuxWorld Product Excellence Awards to be presented at the LinuxWorld Conference & Expo® in San Francisco on August 5, 2008.

“Serverless Computing represents a new class of emerging technology where I/O and compute resources are closely coupled together to serve the needs of I/O-intensive workloads with less complexity, easier management, and higher availability than distributed solutions,” said Jeff Boles, senior analyst and director of Validation Services with the Taneja Group. “By layering server virtualization on top of their high-performance, highly available, x86-based storage controllers, Pivot3 allows organizations to harness huge quantities of I/O without complex fabrics or complex management. We believe that the Pivot3 infrastructure delivers a new level of consolidation that will reduce power, cooling, and space requirements when compared to traditional

infrastructures. For the right applications needing highly available access to high-bandwidth storage, Pivot3's Serverless Computing may be a game-changing innovation.”

“Power efficiency is a top concern for every new IT installation,” said Ann Edminster, owner/principal of Design AVEnues, a leading consultant firm for new building installations seeking LEED certification. “With the amount of hype in the market about power savings, it is refreshing to see an approach that out-and-out eliminates equipment. These are savings that are easily understood by every participant in the IT purchase cycle and in operations.”

“Pivot3 has taken advantage of the openness and high performance of the Xen hypervisor to deliver a powerful new architecture for storage subsystems,” said Ian Pratt, chairman of xen.org. “Xen virtualization is rapidly becoming embedded in all components of enterprise IT architectures, from servers, to storage and network appliances.”

“This technology offers hard savings to customers with large-scale storage and server environments,” commented Lee Caswell, chief marketing officer of Pivot3. “In our current video surveillance market, a typical customer with 500 cameras will realize real savings of 44 percent in power and cooling costs, 51 percent in rack-space usage and 22 percent in cost savings by eliminating 15 physical servers and five physical external failover storage chassis. We expect these real savings to catch the attention of large-scale users in markets beyond video surveillance, where power efficiency plays a major role in new product decision-making.”

“As Pivot3 works with its partners to apply Pivot3 Serverless Computing to the general marketplace, we believe we can enable a significant reduction to the carbon footprint of today’s datacenter. We intend to help our customers do more on fixed power and physical space constraints while insuring they are as efficient and responsible as technology will allow,” added Bob Fernander, chief executive officer of Pivot3.

Pivot3 Serverless Computing technology is being demonstrated today, and products based on the technology will be announced and made generally available this fall.

### **About Pivot3**

Pivot3 is the fastest-growing storage company in the high-definition storage market, with its leading-edge High-Definition Video Storage technology being deployed in the gaming, homeland security, public safety, education and transportation markets. The company introduced the innovative RAIGE (RAID Across Gigabit Ethernet) architecture that redefined the use of storage in capacity and bandwidth-intensive environments. For markets such as surveillance and video streaming, Pivot3 has replaced standalone DAS RAID boxes with an IP SAN solution that matches the availability, manageability, performance and cost targets of these customers. For more information, please visit [www.pivot3.com](http://www.pivot3.com) or call (877) 574-8683.

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