

## **Cold Storage and DFT Form Strategic Alliance to Accelerate NAS Development in China**

Shared vision for NAS development to drive new growth opportunities for both  
companies

March 21, 2008, Beijing / Singapore - Cold Storage Software Pte Ltd. ("Cold Storage") and Data Fault Tolerance System Co., Ltd. ("DFT"), one of the leading storage solution providers in China, today announced a strategic alliance based on a shared vision of promoting adoption of NAS technology in digital video and healthcare service provisioning. By engaging the companies at the technology, marketing and business levels, the alliance will allow both companies to drive new growth opportunities, and has the potential to help the industries better fulfill their storage needs.

'Digital video and healthcare services in China are developing rapidly. These industries demand different storage architecture to other industries like banking and finance. Banks and financial institutes usually deal with large quantity of hot data where small format structured data are frequently read and write to the storage media" said Mr. Dominic Mak, Managing Director of Cold Storage. "However, most of the data that digital video service providers and healthcare industry deal with are less-structured, long-tail multimedia content. Only a small portion of the content is frequently accessed by the users. That means majority of their data is cold. Thus, they need a new breed of storage technology to better serve their business requirement."

The alliance will see the companies join hands to provide Network Attached Storage (NAS) solution to digital video providers such as broadcasters and cable TV operators, as well as healthcare industry. Taking the decisive step further, DFT and Cold Storage will develop customer and channel support architecture to provide high quality solutions and comprehensive after sales support to the customers.

"Since inception, DFT devoted to develop and market storage technology in China. The proven NAS technology of Cold Storage is designed to serve cold multimedia data, which can complement the scalability and performance of our products. Cold Storage's beliefs resonate to ours, which is to deliver products and solutions with quality, efficiency and performance" said Mr. Liu Wei Dong, General Manager of DFT. "Through the alliance; it will strengthen our foundation in the storage market of China. And allow us to foster development of storage applications in China by introducing new technology to the market."

"We are impressed by DFT storage products. We have tested how our StorageZone gateways perform after integrated with DFT storage. We found that DFT storage can unleash the full functionality and throughput of our gateway, such that the gateway can perform in its full capacity. Besides, DFT developed an extensive sales network and customer service architecture in China, especially in digital video and healthcare industries, Riding on the alliance, we believe DFT can help us accelerate our development and penetration in China market", said Mr. Mak.

## About Cold Storage

Cold Storage is forerunning solution provider specializes in developing advanced network attached storage (NAS) solution for cold multimedia content and archived data. Combining proven experience NAS system deployment and strong customer focus, Cold Storage offers the right data storage solution that can provide the highest performance, help lower infrastructure investment and cost of ownership, improve service reliability and simplify system management. More information about Cold Storage can be found at [www.coldstoragesoftware.com](http://www.coldstoragesoftware.com).

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Source: Cold Storage Software