

## **Elegance Media Selects Cold Storage NAS Systems for Digital Multimedia Content Storage**

Highly available and efficient storage systems for performance demanding digital  
broadcast services

June 17, 2008, Singapore - Cold Storage Software Pte Ltd. ("Cold Storage") today announced its StorageZone Network Attached Storage (NAS) system has been selected by Elegance Media (Guangdong) Co., Ltd. ("Elegance"), a mobile TV content provider specializes in mobile TV content provisioning in Guangdong Province.

"One of the major challenges for digital broadcast operation is content storage, said Mr. Dominic Mak, Managing Director of Cold Storage. Viewer satisfaction is greatly affected by the variety and quality of available content, as well as content delivery speed. Having broader variety and better video quality means higher demand in the storage volume." Explained Mr. Mak. "In addition to bandwidth of the service networks, service quality is greatly affected by the I/O performance and availability of the content storage system. Many storage systems provide great I/O performance but steep TOC as storage volume goes up. Service operators need a storage system that can satisfy their needs on large I/O and at the same time offer them the cost effectiveness in storing large amount of large format content. We would like to assist operators like Elegance to tackle these challenges by bringing in a new breed of storage system to the market"

Cold Storage specialized in developing network attached storage solutions feature outstanding I/O performance, availability, scalability and manageability. The StorageZone storage system selected by Elegance offers a one-stop-shop storage for performance and availability demanding applications like digital broadcast services, at the same time, providing easy system and data management.

### **About StorageZone NAS System**

StorageZone™ Network Attached Storage (NAS) System is designed for the evolving storage environment. These NAS systems offer outstanding performance and data management value with unparalleled affordability. StorageZone NAS systems deliver unified storage architecture with versatility to simultaneously meet diverse needs, while providing high level of availability. These systems support a variety of heterogeneous systems and data sharing among disparate platforms. It is designed to provide unified storage access for multiprotocol, multivendor storage environments, which can meet a range of storage needs, from small remote office and departmental applications through demanding data storage applications and consolidations.

## 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