Amplidata Tech Tour Finalist

Amplidata has been selected as a Finalist at the first European Tech Tour's Cloud Computing Summit

Lochristi, Belgium – November 30th, 2010 – Amplidata, an innovator in next-generation distributed storage technology for public and private clouds, announced today that the European Tech Tour Association has selected Amplidata as a Finalist to present at the prestigious ETT Cloud & ICT 2.0 2010 Summit.

"The Amplidata employees are proud to be selected by the European Tech Tour Association as one of the 25 European leaders in the Cloud Computing & ICT space. This nomination recognizes the scope of our innovation and the impact it will have on the storage industry. The market urgently needs an alternative to RAID systems to build large-scale and reliable storage infrastructures, and that is exactly what we can offer;" said Wim De Wispelaere, CEO Amplidata. "As the capacity of standard hard disk drives has grown beyond 2TB, the RAID disk protection technology has become less reliable. We have created BitSpread technology that offers a full alternative to RAID" and delivers greater levels of data protection.

The ETT Cloud & ICT 2.0 Summit is the Catalyst of the Cloud Computing Industry in Europe. Its focus is on celebrating entrepreneurship and innovation in Europe and on raising global awareness for the 25 most promising European start-up companies in the cloud computing field, introducing them to key European, US and Asian investors and professionals who can assist in their global expansion. The Summit was held on November 17-18 in Lausanne and Geneva (Switzerland).

At the summit, Amplidata demonstrated the customer benefits of its technology:

- AmpliStor stores data 10,000 times more reliably than alternative RAID and replication-based solutions.

- The solution reduces overall power cost by a factor 10 as the BitSpread encoding requires less disk capacity and the AmpliStor storage node consumes only 20% of the power compared to typical storage servers.

- Amplidata's storage is multi-petabyte scalable by simply adding storage nodes, which allows scaling beyond petabytes without having to grow your storage team.

- Amplidata is especially popular for cloud computing environments. The scalability, availability and cost-efficiency of the solution make it extremely useful for online storage services such as backup and archives, online media applications etc. The early successes are mainly with public computing cloud providers, but enterprises too are showing big interest in the technology for their private cloud implementations.

"The promise of Cloud Computing is that tremendous business advantages can be obtained by sharing applications, platforms, servers, storage and applications over the internet", says Pierre Liautaud, President of ETT's Cloud & ICT 2.0 Summit. "Amplidata was selected to present at the Summit because they are one of the few companies successfully creating a storage platform that meets the requirements of cloud computing: always online, scalable, reliable and inexpensive."

AMPLIDATA

About Amplidata

Amplidata offers a new generation of scalable, highly available storage, targeted at cloud computing applications. Addressing the needs of both public cloud storage and enterprise storage, the Amplidata solution is 90% more power-efficient and lowers the TCO with 50% to 70%. The company was founded in 2008 by Wim De Wispelaere (CEO) and Wouter Van Eetvelde (COO), two storage industry veterans, as well as high-tech visionary Kristof De Spiegeleer (Chairman). Amplidata is headquartered in Lochristi, Belgium, with a US headquarters in Redwood City (CA), USA and R&D operations in Germany, Egypt and India. For more information, see www.amplidata.com

About the European Tech Tour Association

European Tech Tour Association (ETT) was founded in Geneva in 1998 in response to the growing interest in emerging technology companies in various European regions. ETT is an independent, not-for-profit organization composed of key contributors to the high-technology industry. ETT recognizes that continued prosperity in Europe lies in its ability transform today's innovative projects into tomorrow's global technology leaders (www.techtour.com).

ETT's goal is to promote European entrepreneurship and provide a platform for entrepreneurs and investors to meet, ideally leading to funding or facilitation of technology companies looking to expand internationally. ETT looks to identify unique and innovative projects that have the potential to impact the European technology landscape. It focuses on introducing selected companies to a unique circle of top-ranking global investors, corporations and advisors. ETT aims to bring more transparency to Europe's regional and market segments whilst building stronger relationships between regional and international players.

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