



# **Proximity Data**

## **Proximity Data, Inc. introduces its line of Serial ATA Storage Building Blocks at Intel Developer Forum**

LONGMONT, Colo., September 16<sup>th</sup>, 2003 – Proximity Data, Inc., a technology company exclusively focused on the development and marketing of products enabling market proliferation of Serial ATA technology, has announced a new line of Serial ATA (SATA) Storage Building Blocks products, presented at this week's Intel Developer Forum in San Jose, California.

Proximity Data's SATA Storage Building Blocks approach, presented at IDF as a High-Density SATA based Data Storage Enclosure, offers customers the first of its kind modular, scalable, easily configurable, and highly economical storage system. "This platform allows customers to configure an integrated, single enclosure system for on-line storage, near-line storage, backup and archiving, as needed, through aggregation of modular components" said Zbigniew Sobolewski, Founder, President and CEO of Proximity Data, Inc.

Proximity Data's entire line of products targeting the data storage market has been designed on Serial ATA technology elements developed by Vitesse Semiconductor: VSC7174 PCI-X to SATA controller and the VSC7175 port multiplexer. The solution presented at IDF by Proximity Data demonstrates the application of virtualized network storage with Serial ATA technology as a foundation. Virtualization capability is provided by software created by Proximity Data's technology partner, Softeor, and enabled by iSCSI data transfer protocol.

For additional information regarding Proximity Data's Serial ATA (SATA) product line, and enabling software, check the website at (<http://www.proximitydata.com>), or stop by the Vitesse IDF booth (#315) to visit Proximity Data.

### **About Proximity Data, Inc.**

Proximity Data, Inc., founded in January 2003, is a privately held technology company specializing in the development and marketing of products enabling market proliferation of Serial ATA technology. Additionally, Proximity Data, Inc. provides engineering design services for companies predominantly involved in the data storage and computing industries. Proximity Data's current technology partners include key corporate promoters of the SATA standards. Proximity Data, Inc. is a member of the Serial ATA 1.0 and Serial ATA II working groups ([www.serialata.org](http://www.serialata.org)).