

Contacts:

Shannon McPhee (on site at SIGGRAPH)  
Director of Communications  
310.920.9642  
smcphee@fusionio.com

Robert Brumfield  
Media Relations  
917.224.7769  
bbrumfield@fusionio.com

**Fusion-io Teams Up with NVIDIA, Tweak Software and Thinkbox Software  
to Accelerate Entertainment Production**

*Innovative Industry Leaders Unlock Performance to Unleash Creativity  
in Digital Content Creation Tools Showcased at SIGGRAPH 2011*

**SALT LAKE CITY – Aug. 8, 2011** – Fusion-io (NYSE: FIO), a provider of a next-generation shared data decentralization platform, today announced its participation in the SIGGRAPH 2011 international conference on computer graphics and interactive technologies. Fusion-io is collaborating with a number of leading technology companies, including NVIDIA, Thinkbox Software and Tweak Software, to accelerate entertainment production by demonstrating full resolution, real-time digital content creation for many of the industry’s most powerful applications.

“Entertainment artists who use Fusion’s ioMemory technologies can now spend more time creating and less time waiting for content to load, play back and render,” said Vincent Brisebois, Fusion-io Product Manager. “Multiple SSDs configured in a RAID can provide basic throughput, but struggle to provide the low latency required for delivering interactivity in powerful content creation applications. By working with our innovative partners NVIDIA, Thinkbox Software and Tweak Software, we are helping studios and artists unlock their creativity. Now, not only can artists do more faster, but with the flexibility offered by Fusion-io and our partners, studios can focus on the artistry that separates good from great.”

In the NVIDIA booth at SIGGRAPH, (#453), the Fusion-io video wall showcases how Fusion ioMemory technology combined with the NVIDIA Quadro Plex 7000 Visual Computing System provides the throughput necessary to play 12 full HD (1080p) uncompressed video feeds simultaneously off a single workstation with interactive graphics processing unit (GPU)-based color correction. The video wall demonstration will be running on an HP Z800 workstation equipped with the NVIDIA Quadro Plex 7000 and Fusion ioMemory modules.

“Working with Fusion-io, we’ve created an impressive, large-scale visualization technology demonstration at SIGGRAPH for show attendees,” said Jeff Brown, general manager, Professional Solutions Group, NVIDIA. “By combining Fusion’s ioMemory technology with our powerful Quadro Plex 7000, we’re demonstrating how to enable real-time color correction and processing of a dozen simultaneous uncompressed HD video streams – without being bottlenecked by disk speeds.”

At Autodesk booth #429, Fusion ioMemory technology will accelerate demonstrations of Autodesk Composite software, which is included in the Autodesk 3ds Max, Autodesk Maya and Autodesk Softimage software applications. The Autodesk software packages feature integrated 3D modeling, animation, rendering, and compositing tools that enable artists and designers to quickly ramp up for production.

“Autodesk Composite software can be enhanced by technologies like Fusion ioMemory to help artists see their visions come to life more quickly,” said Rob Hoffmann, senior product marketing manager, Autodesk. “When 3D artists can immediately see the impact of each tool and adjustment, their imagination is freed to try new and innovative approaches to creative storytelling.”

Fusion ioMemory will be also integrated into a Supermicro SuperServer 8046B-6RF server in the Thinkbox Software Pacific Rim suite at the Fairmont hotel. This system provides increased speed and efficiency in demonstrations of Krakatoa, Thinkbox’s production-proven volumetric particle rendering, manipulation and management toolkit. Krakatoa provides a pipeline for creating, shaping and rendering vast quantities of particles at unprecedented speed to represent natural phenomena like dust, smoke, silt, ocean surface foam, plasma and even solid objects.

“We have clients working with billions of particles per frame to create photo-real smoke, fire, water, creatures made of ink, and photorealistic visualization of volumetric objects such as bones and skin. When saving or loading those particles, we have found nothing faster than Fusion-io,” said Chris Bond, Thinkbox Software CEO and founder. “We first tested Krakatoa 1.0 with Fusion-io. When we realized the potential of ioMemory, we optimized Krakatoa 2.0 to take advantage of its capabilities, and now our loading performance is an order of magnitude better.”

In booth #963, Tweak Software will be utilizing ioMemory technology from Fusion-io to accelerate its flagship RV software. RV supports dual stream output for stereo playback, embeds audio in the SDI signal, and takes advantage of RV’s flexible tools for review, editing, collaboration, annotation and comparison of media. At SIGGRAPH 2011, RV will be demonstrating its integration package that combines RV’s real-time playback with the compositing abilities of The Foundry’s Nuke software and Fusion ioMemory. The integration allows artists to save various iterations of their Nuke renders on the ioMemory and then immediately play them back in real-time in RV.

“Artists get a big benefit by combining the blazing fast memory technologies from Fusion-io with RV’s advanced image and sequence playback abilities,” said Seth Rosenthal, co-founder of Tweak Software. “The ability to stream film-res, stereo, high-dynamic-range imagery on the artist desktop or in the screening room gives artists immediate feedback so they have more time to try new things and get better results. This is all made possible by the remarkable data throughput and reduced latency offered by Fusion-io.”

To learn more about Fusion-io, go to [www.fusionio.com](http://www.fusionio.com). Follow Fusion-io on Twitter at [www.twitter.com/fusionio](http://www.twitter.com/fusionio) or [www.twitter.com/fusionioUK](http://www.twitter.com/fusionioUK) and on Facebook at [www.facebook.com/fusionio](http://www.facebook.com/fusionio).

### **About Fusion-io**

Fusion-io has pioneered a next generation storage memory platform for shared data decentralization that significantly improves the processing capabilities within a datacenter by relocating process-critical, or “active”, data from centralized storage to the server where it is being processed, a methodology referred to as data decentralization. Fusion’s integrated hardware and software solutions leverage non-volatile memory to significantly increase datacenter efficiency and offers enterprise grade performance, reliability, availability and manageability. Fusion’s data decentralization platform can transform legacy architectures into next generation datacenters and allows enterprises to consolidate or significantly reduce complex and expensive high performance storage, high performance networking and memory-rich servers. Fusion’s platform enables enterprises to increase the utilization, performance and efficiency of their datacenter resources and extract greater value from their information assets.

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#### **Forward-looking Statements**

Certain statements in this release may constitute “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934 and Section 27A of the Securities Act of 1933, including, but not limited to, statements concerning the deployment of our technology by NVIDIA, Autodesk, Tweak Software, and Thinkbox Software and their customers, and the effect of that deployment on the products offered by these providers. These statements are based on current expectations and assumptions regarding future events and business performance and involve certain risks and uncertainties that could cause actual results to differ materially from those contained, anticipated, or implied in any forward-looking statement, including, but not limited to, the risk that the providers referenced in this release may not realize the advantages they expect from deploying our technology and that other users of the providers’ solutions with our technology may not experience the performance advantages reported by the providers, and such other risks set forth in the registration statements and reports that Fusion-io files with the U.S. Securities and Exchange Commission, which are available on the Investor Relations section of our website at [www.fusionio.com](http://www.fusionio.com). You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or will occur. Fusion-io undertakes no obligation to update publicly any forward-looking statement for any reason after the date of this press release.

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