



## FOR IMMEDIATE RELEASE

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### **Magma Releases PCIe SmartLink, Designed to Offer the way for Industry's Highest Data Rate and Lowest Latency Data Connectivity**

*PCIe SmartLink uses the performance and scalability of PCI Express technology to deliver the highest throughput for data connectivity solutions*

**San Diego, Calif. – July 7, 2009** – Magma, the leading provider of standard PCI and PCI Express expansion and connectivity solutions, today announced the launch of its PCIe SmartLink that provides the most optimal approach on interconnection between servers and workstations. This delivers the best method on intercommunication in the industry that is implemented with existing technology.

PCIe SmartLink as its name suggests uses the PCI Express technology for interconnection between servers and/or storage units using the PCIe interconnect technology. PCI Express technology is a low cost, highly scalable, switched, point-to-point, serial I/O interconnect that maintains complete software compatibility with PCI. The transfer rate is 2.5Gbs for 1<sup>st</sup> Gen and 5.0Gbs for 2<sup>nd</sup> Gen per lane per direction. Adding lanes to the link proportionately scales performance.

“With the launch of this product we are capitalizing on a technology for its performance and scalability attributes to deliver a new paradigm in data connectivity,” said Randy Jones, President and CEO for Magma. “When considering data rates and latencies of data connectivity in the Enterprise environment, existing technologies pale in comparison to the overwhelming advantages offered by the PCIe SmartLink product.”

PCIe SmartLink can be scaled on its communication bandwidth to an aggregate data rate of 4Gigabyte/sec between two Host Computers or between a Host Computer and Storage unit.



Built-in DMA units in the PCIe SmartLink can off load the Host processor from expending its cycles on data transfers. Copper or fiber can be used as the media for communication.

Magma uses the intelligence of the PCIe SmartLink product to offer Clustering and I/O Virtualization solutions as well. In the Enterprise space, its applications are further augmented to connect to storage units built around solid state memory technology to deliver the highest bandwidth between servers and storage resources. These products and solutions are built with Magma's family of I/O subsystem chassis.

#### **Key Features of Magma's PCIe SmartLink:**

- Versatile configurations allow for connectivity between servers, workstations and expansion chassis
- Eliminates TCP/IP overhead on inter-communication
- Boot from existing OS without change; product OS agnostics
- Low latency data transfer
- Eliminates Ethernet overhead on inter-server communication
- Supports automatic negotiation of PCI Express links
- Scalable performance with addition of PCI Express lanes
- PCI Express Gen 2 ready

#### **PCIe SmartLink Product Support**

Magma provides PCIe SmartLink customers with a web-based FAQ, up-to-date product status and availability, sophisticated software tools to track and manage support issues and an infrastructure to resolve product support issues in a timely manner.

#### **Shipping and Availability**

The PCIe SmartLink is currently shipping and is available at:

[http://magma.com/products/pciexpress/pcie\\_smartlink/index.html](http://magma.com/products/pciexpress/pcie_smartlink/index.html)

#### **About Magma**

Magma is the leading provider of custom-built PCI and PCI Express expansion and connectivity solutions for several industries. Manufactured and sold out of San Diego, Calif., Magma provides innovative, high-tech expansion solutions to major original equipment manufacturers



(OEMs), resellers and end-users in more than 45 countries. In addition to a broad portfolio of expansion and connectivity related patents, Magma's solutions include: PCI Express Expansion, PCI & PCI-X Expansion, OEM Board-Sets & upgrades. For more information about Magma, please visit [www.magma.com](http://www.magma.com)

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