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SCALE LOGIC BRINGS OPEN-MINDED PHILOSOPHY TO NAB

Listening. Consulting. Deploying. Supporting.

The company's four pillars of service will be on display Apr. 7-12 in Las Vegas

LAS VEGAS (NAB) – Apr. 7, 2018 – [Scale Logic, Inc.](#), a worldwide leader in strategic data and workflow solutions, is attending NAB 2018 with a singular mission: listening to prospects and their needs.

With decades of combined industry experience, a reputation for high-touch customer service and a thoughtful, collaborative approach to solving client challenges, Scale Logic envisions NAB not as a selling opportunity, but as a chance to listen and learn from its clients and prospects.

“NAB is a premier showcase for technology, so our ‘listen first’ approach may seem counterintuitive to some,” says Robert Herzan, president, and CEO of Scale Logic. “However, it’s completely in keeping with our consultative, no-pressure approach to our clients’ business needs. Many solution providers talk a good game, but we deliver versatility, an end-to-end platform, and scalability that is unmatched in the industry.”

Scale Logic helps solve storage and networking challenges within high-performance workflows. For the media, entertainment and broadcasting market, Scale Logic solutions are customized for businesses requiring highly reliable, high-availability data storage, archiving and network infrastructure. Robust enough to handle massive amounts of data, yet intuitive enough to be easy-to-use, Scale Logic has decades of experience serving everything from small creative groups to enterprise-level companies.

The company's extended warranty options are among the best available, extending product life and utility to provide additional value to clients. This gives Scale Logic a distinct advantage in the media and entertainment market with focus, dedication and a deep awareness of industry shifts and technological advancements.

Herzan invites NAB attendees to visit Scale Logic at the show as a respite from the crowded trade show floor. By listening, consulting, deploying and supporting the needs of clients and prospects, the Scale Logic team can give attendees an honest and unvarnished assessment of their SAN, NAS, Scale-Out NAS, backup, archive, disaster recovery and extended service needs without a high-pressure sales pitch.

“These aren’t just marketing buzzwords to us,” Herzan adds. “These are the defining principles that guide our entire organization and its client relationships. We want to ensure



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organizations position themselves for ongoing data asset management, growth and support excellence, while ensuring that their data infrastructures are scalable, foolproof and future-proof for the long term. We're not looking to sell a one-and-done product, we endeavor to create a relationship."

Visit Scale Logic at NAB April 7-12 in Booth #SL8716, in the center of the south lower hall. To schedule an interview with Scale Logic leadership and to learn more about Scale Logic solutions, please contact us to make an appointment **or learn more at <http://www.scalelogicinc.com/trade-shows-events/>**

About Scale Logic, Inc.

Scale Logic engineers and deploys storage-centric solutions for broadcast, OTT, streaming, and video post-production workflows. These solutions are designed specifically for customers requiring high-performance, highly-reliable data storage, and network infrastructure. Its 30+ years of experience in both structured and unstructured data workflows underpins its consultative approach as a trusted extension of its customers' resources.

Scale Logic's value to customers is demonstrated by the range of products and related services it offers, from entry-level and mid-tier storage solutions to global enterprise platforms, including Scale-Out NAS, SAN, and archive. Scale Logic offers a complete suite of lifecycle management, workflow enhancements, solution design, installation, post-warranty maintenance options, and system integration. Visit www.scalelogicinc.com to learn more.