

Vieilles Charrues Festival: An important cultural event uses Buffalo Technology storage solutions



Vieilles Charrues is a three-day festival with a wealth of data to store and thousands of people to support. There were plenty of challenges for Buffalo Technology.

A very popular and short-term site

Vieilles Charrues is an important cultural event held every summer in Brittany, France with more than 200,000 people attending. The festival's success relies heavily on both paid staff and volunteers – including nearly 6,000 volunteers from a network of 100 local associations – working together to organize the festival.

Buffalo Technology, a Japanese company specializing in storage devices, multimedia solutions, and wireless networking for both consumers and businesses, was chosen for two consecutive years to equip the teams working at the Festival.

“Bringing together the best pop rock artists but also the rising stars of today's music scene, the Vieilles Charrues is an unmissable event. We are delighted that the organisers have trusted us for two years in a row, and that the Buffalo systems have worked perfectly.”

**Valéry Giorza, Marketing Manager
for Southern Europe at Buffalo**

Buffalo Technology, a major player in the storage market

Buffalo is the market leader in network storage, external storage and wireless products in Japan. The manufacturer's product offering includes NAS devices called Terastation™ and LinkStations™, the flagship products of the festival. These were designed to provide storage space for both simple and advanced uses.

An obvious problem: providing everyone with Internet access and unlimited storage space with easy-to-implement, user-friendly products.

As part of this agreement, Buffalo Technology provided the organisers with ultra-fast wireless access coupled with Network Attached Storage devices. The Buffalo devices enabled storage of all digital content for both organizers and press personnel. Likewise, wireless access to the NAS was provided for all 6,000 volunteers. This hub of creativity was inconspicuously located in the main café, while users were scattered over the entire festival site.

Users particularly appreciated the Buffalo devices for enabling and facilitating use of large numbers of large digital files. Both reliability and ease-of-use were key criteria for the initial partner selection: During the previous year's festival, there were no fewer than 40 people using the Buffalo NAS at any one time. And finally, another key criterion challenged Buffalo to an ultimately very simple set-up since the festival is held on a short-term and temporary site and there was no space or time to implement extensive infrastructure.

Buffalo met the Vieilles Charrues Festival's challenges head-on and glitch-free with their wireless routers, Network Attached Storage devices, and portable hard drives. Organizers, volunteers, and journalists were able to access their critical data remotely, at any time and from anywhere in the festival site.

Proven solutions

For two years running, the Vieilles Charrues Festival has entrusted Buffalo with providing storage solution facilities and the results are positive. The manufacturer supports the festival's teams in deploying solutions (NAS, external hard drives, wireless routers) in different locations for a variety of purposes.

For the previous two events, the festival used the following solutions:

LinkStation™ & TeraStation™

NAS storage solutions are completely secure and adapt to individual needs. These NAS models, which are easy to deploy and manage, perfectly met the needs of users looking for secure back-up and sharing. Buffalo NAS are interoperable for Windows®, Mac, and of course Linux.



MiniStation™

MiniStation™ external hard drives are aimed at a wide range of people and more generally at all users wanting to protect their data and transport it easily. Data is not only secured digitally but also physically with a strengthened and impact-resistant form factor.



Wireless AirStation™ Products

Boosting Internet connection and making the most of better coverage is simple with Buffalo's AirStation products.



Attractive features...
Undeniable benefits

Users of Buffalo storage solutions highlighted several useful features such as:

- The connection to the iTunes® Server, a true online multimedia library
- Web access, allowing remote access to all data
- RAID modes
- Direct copy



Users appreciated the ease-of-use, data access, and the reliability of the solutions provided during the event.

As well as reliable back-up media, the teams at the Vieilles Charrues Festival also highlighted excellent value for money. With the markets being very competitive, Buffalo was able to find problem-based solutions that the festival organizers needed and to set itself apart from its competitors.





About Buffalo™ Technology

Buffalo™ is a Japanese manufacturer of wireless network, multimedia and innovative storage solutions for individuals and companies. The company is the market leader in PC devices in Japan. Moreover, it held a dominant position on the international NAS market in 2005, 2006, 2007, 2008 and 2009 and 2010 (source: In-Stat).

The company's storage products meet the needs of individuals and small firms, by offering innovative NAS solutions, portable and desktop hard drives, media players and wireless LAN routers which, when combined, provide a comprehensive solution which is integrated into the digital environments of the individual or the company.

Buffalo's product offering includes TeraStation™ NAS devices specially designed to offer storage solutions to small and medium-sized companies. The range of NAS LinkStation™ products includes NAS multimedia

solutions for individuals. The LinkStation™ Live and Mini units can create a central location, where files, photos and music can easily be stored. The AirStation™ range includes high-performance wireless network solutions for small and medium-sized companies and individuals. Thanks to the sector-leading AOSS™ technology (AirStation™ One-Touch Secure System), users can very easily create and manage secure wireless networks, from home or at the office, at the touch of a button.

Buffalo™'s powerful international alliances with companies such as Intel, Broadcom™, Nintendo and Microsoft allows the company to be the forerunner in developing cutting-edge technology for practical tools to be used by small companies and individuals.

Buffalo™ Technology, whose head office is in Japan, also has offices in the UK, France, the Netherlands, Germany, the USA and Taiwan. For more information, visit: www.buffalo-technology.com