

**James McKenna**

**Vice President, Facilis Technology**

**Title**

Creative tools in an open platform world; how to play nice

**Abstract**

In post production, software must constantly evolve to keep up with the latest industry demands. One area that particularly determines a facility's relevance in the post community is its ability to utilize the latest creative tools – across all platforms. Working in a single-platform environment can limit the ability of a facility to attract new talent, enhance creative input through diverse toolsets and maintain compatibility with project data from outside sources.

Among the advancements in this field are open-platform storage networking solutions that allow users to mix the best of breed from Avid, Apple, Autodesk and other manufacturers across Windows, Mac and Linux operating systems simultaneously. In addition, new file transfer and conversion utilities facilitate movement between many popular file formats. Customized filesystem tools can also enable each platform to speak its native tongue while contributing to a collaborative environment.

During this session, Jim McKenna, an editor and industry professional with experience in every aspect of post production engineering, will discuss how to equip your facility with a digital storage solution that lets editors work harmoniously across platforms and utilize the right tools, not just those that traditionally integrate with homogeneous networks.

**Biography**

Jim McKenna is an industry veteran whose experience brings both the artistic and engineering perspectives to light. As vice president, McKenna is responsible for the market adoption of Facilis Technology's flagship product, TerraBlock, a virtual-volume, high performance SAN solution. Mr. McKenna has built a network of professional resellers and international partnerships and distributors. TerraBlock systems are now used throughout North America, Europe and Asia to solve a multitude of bandwidth, connectivity and collaboration needs at affordable prices.

Prior to Facilis Technology, Mr. McKenna was Director of Engineering at PostWorks NY, LLC where he also served as an Avid Symphony and DS artist. Previously Mr. McKenna was a product designer for Avid Technology Workgroup Solutions. He has a bachelor's degree in Film Production.