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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE: Comparing Portable Digital Media Storage Alternatives

ABSTRACT

The professional video industry has moved to file based workflows with the primary storage media being fixed disk drives. But what happens when the disk drives fill up or when you have to move content from one physical location to another or when you need to store content for extended periods of time?

My section will compare the alternatives end users have to address these questions including:

- ◆ Video tape
- ◆ Data tape
- ◆ Optical media
- ◆ Flash
- ◆ Removable hard drives

Comparisons will examine feature profiles, cost, speed, accessibility, longevity and other factors. Portable storage is a critical requirement of a tiered storage system and this presentation will provide listeners with a practical guide to the various alternatives available.

BIOGRAPHY

Phil Ritti has more than 25 years of general management and marketing experience in the audio, video and computer storage industry. He has deep expertise in cross functional management tying together sales, marketing, engineering, operations, finance and HR into cohesive, high performance teams. Phil has consistently delivered market share leadership, profitability and over \$1 Billion of positive cash flow to his respective organizations.

Prior to co-founding Cache-A Phil was Vice President and General Manager of Quantum's Storage Media Solutions business unit. He joined Quantum in 1997 and held various positions in media and drive marketing. Prior to joining Quantum, Phil was Vice President of Marketing for Ampex Corporation focused on professional audio and video recording media solutions. In addition, Phil worked for FMC Corporation earlier in his career in marketing and finance positions.

Phil holds a B.S. in Civil Engineering from the University of Pennsylvania and an MBA from the Wharton School of Business.