



Sandra Benedetto, Director, Pro Video Sales & Product Planning, Pioneer Electronics

TITLE: Blu-ray Disc: It's Not Just for the Movies

ABSTRACT

Blu-ray Disc is a publishing format that holds an enormous value proposition for the professional user and offers unique business opportunities in the professional market. Blu-ray Disc - with its large storage capacity, advanced A/V codecs, interactive and network capabilities, and write-once and rewritable formats - is a viable solution for various High Definition Video industrial applications and mass storage, enterprise archive systems. Ms. Benedetto will address these topics and more in her presentation.

BIOGRAPHY

Sandra Benedetto is the Director of Product Development & Sales Engineering for professional optical disc video products at Pioneer Electronics USA, Inc.

With over twenty years experience in the interactive video and multimedia industries, Sandra has worked in product management, applications engineering, marketing and sales, as well as software development and content production for Blu-ray Disc, DVD, CD-ROM and LaserDisc technologies. She speaks frequently on the use of optical disc technologies in professional and industrial video environments.

Sandra is a member of the Blu-ray Disc Association's USA Promotions Committee and the DVD Association's (DVDA) Advisory Council.