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TITLE: Yes!, there is a role for tape in file-based workflows?

ABSTRACT

One of the objectives of most conversions to file-based workflows is to eliminate video tape as a transport medium in the workflows. Using tape in a workflow introduces both a recording and a reading task and many times transcoding tasks as well (baseband to and from file conversions). Those tasks introduce time into the workflow. Additionally, if the tapes are not meticulously labeled, opportunities for errors are introduced because most tapes without good labeling are not self-describing. Furthermore, if the only location of the content is on a tape then content is not available for collaboration or parallel activities. However when high bitrate content is involved (film quality, HD, 3D, etc.) and network bandwidth is an issue, tape is a 'high bandwidth' transport solution. Tape also provides media portability and a comfort-level link to previous, more familiar workflows.

The latest generation of LTO tape solutions, LTO-5, provides yet again additional increases in tape capacity (1.5 Terabytes uncompressed) and throughput (140 Megabytes per sec – over a gigabit per sec). But of even more significance is the announcement of the LTFS open source file system. This allows an LTO-5 tape to be self-describing and allows an LTO-5 tape drive to be placed not only anywhere traditional tape might have been in a workflow but anywhere portable media (USB, Firewire, etc) drives might be used. And LTO tape technology is more efficient, reliable, durable and cost effective than other portable media.

BIOGRAPHY

David L. Trumbo With three decades of successful leadership and professional positions for IBM, David L. Trumbo has experience in sales, marketing, solution development, product management & consulting services. In 1996 he played a key role in the relaunch of IBM's Media & Entertainment Solutions team. The mission of this team was to apply IBM's technology, products and services to the creation and development of solutions solving business requirements for the global media industry. Early projects included development and implementation of digital asset management solutions for Warner Bros., Paramount Television and Disney; pioneering projects in the analog-to-digital transformation. Other initiatives included the integration and management of a portfolio of business partner digital media offerings into the IBM Solution set.

In 2001, he was an initial member of IBM's cross-industry Digital Media organization, maintaining his focus on the media industry. He took a product management role responsible for bringing a full scale video asset management product, Media Production Suite, to market. In subsequent solution management and marketing roles Mr. Trumbo coordinated solution definition, partner integration, marketing programs, and trade show initiatives. His early IBM career included successful positions in technical sales, both technical and sales management, and local leadership positions in IBM's strategic push into consulting and services. Mr. Trumbo graduated from the University of California, Santa Barbara and completed graduate work at the University of California, Los Angeles - Anderson School of Management.