

# 2010 Creative STORAGE<sup>SM</sup> CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>TM</sup> EVENT  ENTERTAINMENT STORAGE ALLIANCE<sup>TM</sup>



**Tom Coughlin, President, Coughlin Associates**

## **TITLE: Content Lives where Storage Thrives: Media and Entertainment Create New Demand and Requirements for Digital Storage**

### **ABSTRACT**

Using material developed while researching the recently released 2010 Digital Storage for Media and Entertainment Report (Coughlin Associates, 2010) we will show how professional media and entertainment applications are creating new tiers of storage to support the unique requirements for professional video storage and management. New storage technology such as flash memory for content capture and content delivery, hard disk drives in "active" archives and faster DAS and lower cost, high performance storage networking are revolutionizing the video market. Together these technologies are creating new options for capturing, editing, distributing and using higher resolution and stereoscopic digital content, keeping more content for longer periods of time and providing new options for serving the needs of the industry in the future.

### **BIOGRAPHY**

Tom Coughlin, President, Coughlin Associates is a widely respected storage analyst and consultant. He has over 30 years in the data storage industry with multiple engineering and management positions at high profile companies.

Dr. Coughlin has many publications and six patents to his credit. Tom is also the author of Digital Storage in Consumer Electronics: The Essential Guide, which was published by Newnes Press. Coughlin Associates provides market and technology analysis (including reports on several digital storage technologies and applications and a newsletter) as well as Data Storage Technical Consulting services. Tom publishes a Digital Storage in Consumer Electronics Report, a Media and Entertainment Storage Report, and a Capital Equipment and Technology Report for the Hard Disk Drive Industry.

Tom is active with SMPTE, SNIA, IDEMA, the IEEE Magnetics Society, IEEE CE Society, and other professional organizations. Tom is the founder and organizer of the Annual Storage Visions Conference ([www.storagevisions.com](http://www.storagevisions.com)), a partner to the International Consumer Electronics Show, as well as the Creative Storage Conference ([www.creativestorage.org](http://www.creativestorage.org)). He is also a Leader in the Gerson Lehrman Group Councils of Advisors and a member of the Consultants Network of Silicon Valley (CNSV). For more information on Tom Coughlin and his publications. go to [www.tomcoughlin.com](http://www.tomcoughlin.com).