

**Creative STORAGE<sup>SM</sup>**

**2010 CONFERENCE**

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

**Radisson Hotel**

**Culver City, CA**

**August 3, 2010**

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# STORAGE<sup>®</sup> VISIONS

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# 2011

## **New** Dimensions Drive Digital Storage

Come and Help Us Celebrate Our *10th* Anniversary

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



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## AGENDA

**8:00 AM Introduction – Tom Coughlin, Coughlin Associates**

**8:15 AM Session A: Content capture: Many Cameras, many Effects, many Storage Devices:**

Moderator: Pallab Chatterjee, SiliconMap

David Trumbo, Media Technology Market Partners

Jeff Ravencraft, Intel

Steve Lampen, Belden

Joe Wojdacz, After Camera Services

TBA, DataDirect Networks

Q&A Panel

Alex Grossman, Active Storage

**9:45 AM Morning Break**

**10:00 AM Keynote Speaker Tom Coughlin, President, Coughlin Associates**

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

**10:30 AM Session B: Size Doesn't Matter If You Ain't Got the Speed -- Storage for Video Editing**

Moderator: Larry Jordan, Digital Production Buzz

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Steve Kanter, Freelance Editor

Rob Caldeira, Hitachi GST

Mark Fuccio, Data Robotics

Dean Neumann, NetApp

Bill Moren, Avid

**12:00 PM Lunch (exhibits open), Sponsored by**



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## AGENDA

**1:00 PM Keynote Speaker Robert Blatt, Senior V P, Product and Service Department, Ascent Media**  
**Digital Storage in Content Archiving and Asset Management:**

**How Digital Asset Management Can Impact the Next Generation of Media Production**

**1:30 PM Session C: Delivering the goods: Storage for Content Delivery, sponsored by**

Moderator: Guy Finley, Media & Entertainment Services Alliance

Bert Hesselink, WD Branded Products

Elliot Broadwin, SanDisk

David Sallak, Isilon

Michelle Munson, Aspera

Glen Grube, Moduslink



**3:00 PM Afternoon Break, sponsored by**



**3:15 PM Session D: Keeping the good stuff to last: Content Archiving and Asset Management**

Moderator: Joe Wojdacz, Disruptive Innovationist

Tom Goldberg, Cache-A

Nathan Adams, Media Distributors

Chris Duffy, Quantum

Richard Hennessy, IBM

Jess Hartman, ProMAX Systems

Q&A Panel: Sean McKee, IVC/Point 360

**4:45 PM Session E: So that's what you mean--Entertainment and Media Users Talk About How They Use Digital Storage**

Moderator: Marty Shindler, CEO, Oculus3D Corporation

Paul Chapman, Fotokem

Katie Fellion, Light Iron Digital

Jason Goodman, 21st Century 3D

Sean Vilbert, Paramount

Tony Lopez, Legend Films

**5:45 PM End of Day (exhibits close)**

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