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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE: On-Demand IT for Media - Leveraging Next-Gen IT Platforms to Accelerate Media Operations

ABSTRACT

There is significant competition in the ecosystem of Content Producers, Content Editors, Content Aggregators, Content Providers and Service Providers. Many competing interests strive to capture the attention of the consumer at the point of delivery, in the format required for the delivery device.

This session will detail the technical innovations that together deliver a platform for creating, editing, managing, processing and delivering media. These innovations facilitate new ways to support the functional requirements necessary for competing in today's media industry, in order to drive down capital and operational costs, while supporting growth in these evolving business models.

The key areas of media handling include inbound raw source data, ingesting and formatting, content processing, content editing and post-production, content delivery and transfer and archiving. Typically, discrete technologies exist that address each of these stages, including multiple storage repositories for supporting the technical task required. This creates significant complexity and operational cost. By combining scalable, high-performance storage architectures with intelligent media asset management systems and high-speed networking, new methods of encoding, managing and delivering video data become possible within a single, seamlessly integrated platform.

The impact of a consolidated media IT platform is to enable media companies to provision traditionally disparate and time-consuming tasks on-demand. Benefits include reduction of resources required to execute these tasks, combined with increased visibility into the entire lifecycle of media ingest, processing and delivery.

BIOGRAPHY

David Sallak is Isilon's Global Media & Entertainment Chief Strategist. In this role, David represents Isilon's M&E customer sales and business development strategy to foster greater adoption of Isilon Scale-Out 2.0 products into Broadcast, Visual Effects, Post, and Video-On-Demand markets. These represent some of EMC's largest Big Data workflows where creative and IT challenges require new thinking and new solutions.

David has written several whitepapers and co-authored books on Final Cut Pro as well as presented at many media conferences, bringing a wealth of solution and customer expertise. As Media & Entertainment companies struggle to manage complex growth patterns in unstructured video content, David positions Isilon as the smart-yet-simple groundbreaking storage platform to improve business responsiveness to new media and revenue opportunities.

Prior to joining Isilon, David served as a Solutions Architect and Sales Engineer at Videotape Products Inc. in Burbank, CA. Prior to Videotape Products Inc., David served as Midwest Media Group's Media Architect where he earned several certifications and achievement awards from Apple and Avid.