

# 2011 Creative STORAGE<sup>SM</sup> CONFERENCE

June 28th 2011 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Jeff Greenwald, Sr. Solutions Industry Marketing Mgr., BlueArc**

**TITLE: From 600 to 10,000, in just 4 years**

## **ABSTRACT**

The National Assn of Theatre Owners reported that in 2007 there were approximately 600 US movie theatres that had screens capable of showing 3D movies. Today in 2011, there are nearly 10,000. Yet the overall quantity of movie theatres has stayed relatively constant at 39,000 nationwide. Hey, what's up with that?!

Jeff Greenwald of BlueArc, a leader in high performance NAS storage, will discuss the impact of 3D content driving exponential growth in M&E industry storage needs.

## **BIOGRAPHY**

Jeff Greenwald is the media and entertainment industry marketing leader for BlueArc, a leader in network solutions for the M&E marketplace. BlueArc knows that lightning fast storage is the accelerator to your driving great visual results. In media and entertainment, BlueArc delivers stop watch metrics: reducing rendering times from hours to minutes, and file access times from minutes to seconds. BlueArc's Storage solutions scale with your digital workflows. Jeff Greenwald has been in industry and product marketing for nearly 20 years. Before BlueArc, Jeff worked at NEC, SGI and Sun Microsystems. he has an MBA from UCLA and a BA from Stanford University.