

2011 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCETM EVENT



Larry Jordan,

TITLE: Why Are Filmmakers and IT Professionals Unable to Talk to Each Other?

ABSTRACT

Why Are Filmmakers and IT Professionals Unable to Talk to Each Other?

Sure, you can make IT storage and other infrastructure work if you're a major studio, you've got an entire busload of IT professionals; but not if you're an independent filmmaker. Filmmaking devours digital storage. And indies make up the vast majority of the market. Why are they so determined to ignore IT? Worse, why has IT made it so hard for the filmmaker to get good advice in a manner that they can understand?

In this keynote session, Larry Jordan, Executive Producer and Host of the Digital Production Buzz provides a thought-provoking analysis of why video professionals consider that IT doesn't have anything to offer when it comes to telling stories visually.

BIOGRAPHY

Based in Southern California, Larry Jordan & Associates, Inc. provides training, support and production services for Final Cut Studio. The company was founded in 2003 by Larry Jordan, a digital media analyst, producer, director, editor, writer, and trainer with over 30 years video production and post-production experience. A member of both the Directors Guild of America and the Producers Guild of America, Jordan is also recognized as one of the Top 100 Corporate Producers in America. In addition to authoring five books and hundreds of hours of online tutorials on Final Cut Studio, Jordan is also the Executive Producer and Host of Digital Production Buzz, the longest-running Internet radio program covering digital video production, post-production and distribution. As an Apple-Certified Trainer, Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, entertaining and real-world perspective to his seminars.