

2011 Creative STORAGESM CONFERENCE

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Pete Schlatter, Director of Business Development, Hitachi GST

TITLE: Storage of the future: How to take advantage of it now

ABSTRACT

You've heard about Thunderbolt, the newest high-speed I/O technology for laptops and PCs. With Thunderbolt, RAID storage devices and laptops can easily become mobile workstations enabling new workflows for creative professionals.

By effectively "bringing the inside of the computer to the outside" with Thunderbolt, storage products will evolve into a much broader set of solutions than what's available today. Storage solutions aggregating multiple SSDs will deliver previously unheard of levels of performance for laptops and desktops. Composite storage solutions where the performance of SSDs and the capacity of standard disk drives are married into a single self-managing solution of tiered storage will emerge. Devices will even communicate directly with each other and transfer the appropriate data without interrupting the host system. This session will teach you how to leverage the strengths of progressive storage capabilities for seamless media creation and editing workflow now.

BIOGRAPHY

Pete Schlatter is director of business development for G-Technology by Hitachi. With more than 20 years of experience, Pete started his career as an audio engineer doing live sound and studio gigs, and then transitioned into TV production, where he wore several hats from writing to directing to post production. Drifting into the corporate world, he took his A/V experience into the high tech industry, and has spent the last 5+ years marketing G-Technology storage solutions to content creation professionals.