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TITLE: Convergent Technologies: Impact on Global Media Infrastructure

ABSTRACT

Today's data intensive Media and Entertainment businesses have demanding workflow patterns that need a fully integrated, turnkey storage appliance to accelerate digital workflows and support the entire media content lifecycle.   The "always on" media and entertainment industry presents unique challenges for storage, especially when it comes to scalability, content management, geographic distribution and archiving for colder data. In particular, expanding volumes of production coupled with higher resolution, new formats (4K, IMF and HDR), stereo imagery and frame rates have created unprecedented storage challenges in Media and Post-Production workflows. These demanding data workflows require high performance file storage solutions that are able to scale up and scale out, provide tiered storage to cloud, end-to-end data protection, management and security, while enabling customers to collaborate across multiple sites – easily and cost-efficiently.

This session will offer a new perspective in a solution being leveraged by leading Media companies to accelerate, scale and distribute content 10x faster, in a single global solution for large scale environments of dozens or even hundreds of petabytes.

BIOGRAPHY

Mike's 28-year career spans the HPC and the Media and Entertainment Industry. He began in the mid 80's at the manufacturing division of Gould CSD (Computer Systems Division). In 1997, Mike joined SGI where he held various roles within the Field Service Organization. More specifically, focusing on the design, integration and escalation support requirements for the HPC, Film and Television industries. Utilizing clustered base SAN file system environments to address the industry's most leading edge technology workloads. In 2006, Mike joined DataDirect Networks. In 2008 he was appointed Manager Rich Media, Domestic United States and in 2010 World Wide Technical Director, Cloud Content and Media. As such, he was responsible for managing the Media business's technical support, delivery and Sales Engineering functions across the Organization. Mike rejoined DDN Storage in 2015 from MelroseTEC.