

2018 Creative STORAGESM CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



David Friend, Co-Founder and CEO, Wasabi

TITLE: How Cloud Storage 2.0 Promises to Change Everything in Media & Entertainment: Strategies for embracing the cloud to store your data and revolutionize your business

ABSTRACT

Few industries pose as many storage challenges as Media and Entertainment. Video quality continues to evolve creating immersive, life-like experiences, and file sizes of mammoth proportions. Competition is fierce, too, with more content providers—and channels to distribute that content—than ever before. How quickly production teams can store, retrieve and collaborate on projects, and do it affordably, will help determine their success. The hard reality is that no matter what companies choose to create their magic, they have enormous storage requirements. Upwards of multiple petabytes for just one feature-length movie. While many M&E companies see the value of taking the load off their own networks and moving files to the cloud, the costs can still be exorbitant. Cloud Storage 2.0 ushers in a new generation of storage designed to become a utility like electricity and bandwidth. Cloud Storage 2.0's compelling affordability and performance and will transform the ways movies are made and stored while forever changing industry business models. This session will explore the new possibilities in Media & Entertainment and look at the promising future of Cloud Storage 2.0.

BIOGRAPHY

David Friend is the co-founder and CEO of Wasabi, the hot cloud storage company that delivers fast, low-cost, and reliable cloud storage. Prior to Wasabi, David co-founded Carbonite, one of the world's leading cloud backup companies. A successful tech entrepreneur for more than 30 years, David got his start at ARP Instruments, a manufacturer of synthesizers for rock bands, where he worked with leading musicians of the day like Stevie Wonder, Pete Townsend of The Who, and Led Zeppelin. David has also co-founded five other companies including Computer Pictures Corporation – an early player in computer graphics, Pilot Software - a company that pioneered multidimensional databases for crunching large amounts of customer data for major retail companies, Faxnet - which became the world's largest provider of fax-to-email services, as well as Sonexis - a VoIP conferencing company.

David is a respected philanthropist and supporter of the arts in Boston. He is on the board of Berklee College of Music, where there is a concert hall named in his honor, and serves as president of the board of Boston Baroque, an orchestra and chorus that has received 7 Grammy nominations. He is an avid mineral and gem collector and donated the David Friend Gem and Mineral Hall at the Yale Peabody Museum of Natural History. David is an avid runner and can often be seen riding his bike to all of his meetings in and around Boston. David graduated from Yale and attended the Princeton University Graduate School of Engineering where he was a David Sarnoff Fellow.