

# 2018 Creative STORAGE<sup>SM</sup> CONFERENCE

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Robert Russo, Sr. Principal Product Designer | Broadcast Storage & Editor, Avid Technology**

**TITLE: Combining media management capabilities and software-defined storage to create a collaborative post-production environment**

## **ABSTRACT**

Today's post-production teams need to overcome disconnected workflows in order to collaborate locally and remotely and manage large amounts of media.

This session will examine how existing media management capabilities can be used to provide a lightweight collaborative environment for post-production projects, using micro services-based functions and components to interact with a software-defined storage file system and collaboration platform.

These capabilities enable real-time notifications for bin saving, media and asset management, and provides easy access so different roles in the post-production workflow – including editors, assistants, and producers – can collaborate on the same project. Users can easily share bins and projects, perform media management tasks, and search, browse, log, review and approve media—all from an intuitive, browser-based UI.

## **BIOGRAPHY**

Bob Russo has worked in the professional film and video production business for over 13 years. During that time he's worn many hats, from editor to producer to shooter. As a videographer and field producer he saw the world on a number of national and international field productions. As the editor or senior editor on hundreds of long form programs, he gained a strong background in offline editing, on-line editing, legalizing and color-correcting. His work has appeared on a number of networks including: PBS, The Learning Channel, the Discovery Channel, Animal Planet, FOX, NBC, Home & Garden Television, and Bravo to name a few.

Bob has been with Avid for 12 years and currently is the Principal Product Designer for Broadcast Storage & Editor Product and works closely with Post and Media Enterprise customers to promote industry leading professional workflows.