11:15 AM Session B. Supporting Digital Storage for Content Distribution
This session explores the support and service requirements for digital storage used in content creation and distribution. The session explores logistical requirements for data storage for optical, hard disk and tape as well as storage systems used for the entertainment market.

Moderator: Guy Finley, Associate Executive Director, IRMA, Content Delivery & Storage Association
Bob Saffari, LSI Logic
Dr. Robert Thibadeau, Seagate Technology
Don Ritzman, WhiteNoise Systems
Andy Mills, Ciprico

Bob Saffari, Senior Director of Marketing and Business Development, LSI Logic

Solving the Multi-Format Challenge

The transition from analog to digital television and the explosive growth in the demand for high definition content are creating challenges for anyone that creates, distributes or stores audio-video content. Never before in the history of professional video and television broadcasting have so many different video formats, resolutions and compression schemes needed to be simultaneously supported. New solutions are required to enable these various types of content to be compatible when editing and authoring content, for distributing content and for storing content. LSI will present:

- ·The factors leading to the explosion in the number of formats, resolutions and compression schemes
- ·An overview of the new compression schemes, their benefits and their optimal use in the video ecosystem
- ·Solutions for making the various formats, resolutions and compression schemes compatible
- ·The benefits offered by improving the compatibility of the content
- ·The linkages between storage, content format and compression

Bob Saffari is the Senior Director of Marketing and Business Development for LSI Logic's Consumer Products Group. He manages all the marketing activities for the Professional products based on Advanced Video Codec (H.264, MPEG2, and VC1) technology. He is also responsible for business development, market expansion, and strategic alliances for consumer products. With over ten years of LSI Logic experience, Mr. Saffari plays a key role in defining products and developing marketing strategies for LSI's codec technology. The success of his codec products helped establish LSI as the market leader in the digital video codecs for the professional and consumer market. In 1996 his work on the development of special motion estimation processor for Grand Alliance's HDTV encoding received an Emmy Award.
Mr. Saffari has a Master of Electrical Engineering from California State University at Northridge with a concentration on Digital Image Processing and System Design. He is a member of Tau Beta Phi, Golden Key National Honor Society and IEEE. He has published a number of articles and presented papers at major conferences on scalable video, multi-format transcoding, HDTV compression and programmable DSPs topics.