**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

## Guy Finley, Associate Executive Director, IRMA, Content Delivery & Storage Association

Guy started his career in the entertainment industry as a successful performer and producer, making music with industry giants such as Phil Ramone, Elliott Scheiner, and Dave Grusin, among others. His New York City based group was signed to Larry Rosen's N2K Encoded Music, the first record company to distribute music via digital downloads. As acting manager Guy personally negotiated their recording contract and concurrent publishing deal with Warner/Chappell Music, the summit of his 10-year career in the music industry.

In 2000, as President of LFA, Inc., he provided home video brand and business consulting services for a worldwide clientele. Services included acquisition, marketing and promotion of home video products. The firm also represented JVC (Victor Company of Japan, Ltd.) to license the loading and duplication of VHS videocassettes bearing the VHS Logo Trademark.

Joining IRMA in 2005, Guy was proud to be part of the organization founded by his grandfather, as ITA (International Tape Association). Now in its 37th year, IRMA is a global trade association encompassing organizations involved in every facet of content delivery and storage. Member companies include raw material providers, manufacturers, replicators, duplicators, packagers, data media providers, copyright/patent holders, content delivery networks, logistics providers, and companies from many other related industries.

Beginning with the introduction of the audiocassette, through the home video revolution, and right up to the current digital and electronic delivery era, IRMA has always been the organization companies have turned to for news, networking, market research, information services, and leadership.

As IRMA looks toward the industry's future and makes the transition to CDSA, Content Delivery & Storage Association, its mission remains clear, "CDSA is the worldwide forum on trends and innovation for the delivery and storage of entertainment, software and information".