10:15 AM Session A. Content Creation and Digital Storage
This session includes talks by industry experts on digital storage and the capture and editing of new entertainment content as well as the preservation of historical content. Topics include digital storage for digital acquisition and film scanning, nonlinear editing, compositing, and special effects.

Moderator: Philip Hodgetts
Michael Ehman, Cutting Edge – Networked Storage
Jason Danielson, Omneon
William Reed, Abrevity
Tom Inglefield, Sun

Philip Hodgetts, President, Intelligent Assistance, Inc; Managing Editor, Creative Planet's Digital Production BuZZ; Co-Founder and CEO, klickTab, Inc

Philip Hodgetts is a technologist, editor, industry pundit, technologist, podcasting veteran and specialist in new distribution systems. With 25 years experience in production and post-production, more than 10 of them digital, he is a recognized authority on the changing nature of the digital landscape and has an enviable record of accurately predicting the implication of changing technology over the last decade.

His early adoption of Non-Linear Editing gave him insight into the business effect of technology adoption. More recently his very early adoption of podcasting has led to the discovery of its business implications and opportunities. His weekly show "Creative Planet's Digital Production BuZZ" has become a reference point for Digital Production, Post Production and Distribution technology and business and follows on the five years of success as co-host and managing editor of DV Guys.

Intelligent Assistance currently not only produces the Digital Production BuZZ, but also Cancer Talk (for Vital Options) http://vitaloptions.org/, Promax Update (for Promax) http://www.promax.com/podcasts/ and consults on several medical industry podcasts. Intelligent Assistance worked with 1010TV Inc to build the technology and systems for the Mike Reagan podcast. http://reagan.com/ This is a three-camera switched live show with podcast and archives following.

Intelligent Assistance is a consulting firm for systems and technology development within podcasting/video podcasting and video production and post production workflows. Philip is also President of the affiliated startup, klickTab, Inc, with unique technology for commercializing the distribution of content through a podcast-like RSS enclosure. The company consults and builds distribution systems and interfaces for IPTV and RSS-driven distribution technologies.

At NAB, Intelligent Assistance released Intellicaster - a fully automated podcast system for broadcasters that records preset program times, removes commercials (or optionally replaces them with cleared content), encodes, uploads and publishes the programming to a podcast, optionally linking in with klickTab for charge-per-download within the podcast feed.

Before his current focus on the technology, systems and business of new distribution systems he a strong background in production, writing, directing, editing, titling and motion graphic design while still in Australia, working in education and broadcast television. He has made major contributions in workflow consultancy. He was the first in Australia's No 6 market to go digital for post-production, in 1994.

Through Intelligent Assistance, Inc Philip is a much sought-after consultant on projects as diverse as the 40th Anniversary DVD for Mary Poppins (Disney) consulting on green-screen keying and film-look, to 1010TV Corporation where he is involved in developing a streaming media radio show, advising on distribution format, data rate and subscription signup. Among other consultancies have been for BorisFX, James Madison University and Detroit Public Television.

Philip has spoken at every NAB Conference since relocating to the US - from 2001 to 2006, as well as numerous other conferences. He spoke at the 2006 MCA-I ProTrak conference post NAB on "Evolving Distribution Systems" to an exceptionally strong and warm response and has been invited to repeat the presentation multiple times.