

## **For Immediate Release**

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### ***2007 Creative Storage<sup>SM</sup> Conference Announces Call for Speakers and Sponsors***

***-- New Conference Focuses on Digital Storage for Entertainment Creation and Distribution—***

**San Jose, CA** – January 24, 2007 – The Entertainment Storage Alliance announces the first Creative Storage Conference. The Creative Storage Conference focuses on digital storage and the creation and distribution of entertainment content. The 2007 Creative Storage Conference will be held May 15, 2007 at the Long Beach Convention Center, in association with the 2007 Media-Tech Expo.

The conference is now open for corporate and other sponsors as well as speakers. Speaker nominations will be taken until March 23, 2007. The sponsorship deadline is April 27, 2007. Sponsor information and speaker sign-up can be found on the conference web site: [www.creativestorage.org](http://www.creativestorage.org).

According to conference organizer, Tom Coughlin, “If you are involved in the creation and distribution of entertainment or personal content or are a digital storage provider for content creation and distribution then you need to come to the Creative Storage Conference.”

Following is a summary of the conference agenda:

8:30 AM      **Introduction and Overview**

8:45 AM      **Keynote 1**

9:30 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experts on digital storage and the capture and editing of new entertainment content as well as the preservation of historical content.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 will include digital storage and digital acquisition and film scanning, nonlinear editing, compositing, and special effects.

11:30 AM      **Session B. The Role of Optical Storage in the Entertainment Industry**

This discussion panel includes manufacturers of optical storage technology and systems as well as end users discussing the latest technologies and implementations of optical storage for entertainment creation, preservation and distribution.

1:45 PM      **Keynote 2**

2:30 PM      **Session C. Supporting Digital Storage for Content Distribution**

This session organized by The Reverse Logistics Association will explore the support and service requirements for digital storage for content creation and distribution. They will explore logistical requirements for data storage for optical, hard disk and tape as well as storage systems used for the entertainment market including service and repair.

4:30 PM      **Session D. Breakout Session on End Users Views on Digital Storage in Content Creation and Distribution**

This breakout panel includes analysts and end users of digital storage technology used for all aspects of entertainment content creation and distribution. The panel members will discuss important issues such as latencies, storage capacities, total cost of ownership, format obsolescence, as well as the protection and management of digital assets.

People wishing to receive information on the 2007 conference or companies wishing to participate as sponsors and exhibitors at the 2007 conference should fill out the appropriate forms available on the conference web site: [www.creativestorage.org](http://www.creativestorage.org). Interested parties can also call The Entertainment Storage Alliance at 408-871-8808.

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