For Immediate Release

CONTACT: Tom Coughlin
Coughlin Associates
(408) 978-8184
tom@tomcoughlin.com

CONTACT AGENCY: Andy Marken
Marken Communications
(408) 986-0100
andy@markenconm.com

2007 Creative Storage[SM] Conference Announces Initial Speakers

-- Conference Registration is now open—

San Jose, CA – April 4, 2007 –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.

Because of the large file sizes required for high resolution moving images the demand for high capacity storage devices is exploding. Data storage is a key element in the digital transformation of content creation, editing and distribution. This demand for storage impacts all elements of content creation and distribution including movies, broadcast, IPTV and other emerging technologies. The 2007 Creative Storage Conference is the place to hear about the next generation of storage for the professional media market including the views of key end users.

The conference features a dynamite line-up of storage companies and end users. Following is the preliminary agenda:

8:30 AM **Introduction and Overview (Tom Coughlin, Coughlin Associates)**

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experts on digital storage and the capture and editing of new entertainment content as well as the preservation of historical content.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 include digital storage for

digital acquisition and film scanning, nonlinear editing, compositing, and special effects.

Jason Danielson, Omneon
William Reed, Abrevity
Tom Inglefield, Sun

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 discussing the latest technologies and implementations of optical storage for entertainment creation, preservation and distribution.

Moderator: Paddy Bakes, One to One Magazine
Martin Brown, M2 Engineering
Sylvia Hitzel, Singulus Technologies
Dr. Hans Ebinger, Oerlikon Balzers Coating
Geffroy Huiskens, VDL-ODMS

1:45 PM **Keynote 2**

2:30 PM **Session C. 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.

Bob Saffari, LSI Logic
Dr. Robert Thibadeau, Seagate Technology
Don Ritzman, WhiteNoise Systems

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.

Moderator: Marty Shindler, The Shindler Perspective
Len Peter Wittenburg, Thompson Corporate Research
Lance Ware, Syncast
Habib Zargarpour, Electronic Arts

Michael Cioni, PlasterCITY Digital Post, LLC
Dr. Josef Meier, Stargate Films

Registration is now open for the 2007 Creative Storage Conference. There is a special end user, SMPTE member and Media Tech Member rate. Please register on-line at www.creativestorage.org.

There are still a limited number of keynote, speaking and panel spots as well as sponsorship opportunities. Contact us for more information at info@creativestorage.org. People wishing to receive information on the 2007 conference or companies wishing to participate as sponsors at the 2007 conference should fill out the appropriate forms available on the conference web site: www.creativestorage.org. You can also call The Entertainment Storage Alliance at 408-871-8808.

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