

# 2018 Creative STORAGE<sup>SM</sup> CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Jay Batista, GM, Tedral North America**

## **TITLE: Real World Savings through SMPTE IMF Adoption**

### **ABSTRACT**

The SMPTE Interoperable Master Format is built on the success of the digital cinema DCP format and was defined for better global distribution of programs. Yet applying its underlying methodologies result in greater efficiencies and real, measurable savings for adopters. This presentation will cover the basics of IMF and how it is used, and provide results of two real world studies of applying the methodologies to storage and bandwidth requirements in production and post-production applications.

### **BIOGRAPHY**

With 38+ years' experience in the Media and Broadcast industry, Jay Batista brings technical expertise and management acumen to his leadership role as General Manager of Tedral, Spain's North American operations. Most recently the COO of StorerTV and the President/GM of AmberFin USA, Jay has held executive positions since 1990, managing strategic growth, sales and marketing, mergers and acquisitions, and product innovation. Starting his first radio job at 16, Jay has held engineering positions in radio, television and satellite communications operations. Jay holds a Masters Degree from Ohio University's School of Radio & Television, is active on SMPTE committees and on community boards and non-profit organizations.