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Mixed Media -- The Blurring Line Between Virtual and Physical

Rather than disappearing, as some people have predicted, physical media will proliferate, much like paper copies have proliferated during the age of electronic communication, in spite of predictions of paperless offices. Part of the process will be the shift from mass replication to personal replication, paralleling the shift from centralized printing services to desktop printers in homes and offices. This means that content, both personal and purchased, will flow back and forth between virtual and physical form. Consumers will upload their own content and download other content, then make physical copies for portability, sharing, or safekeeping, at the same time as they rip purchased CDs and DVDs onto hard drives and portable devices. Rather than a shift to virtual delivery, or PVR capture of content, or other single way of getting or viewing audio and video, there will be a new infrastructure that allows consumers to move digital media at will between fixed devices, portable devices, and portable storage media depending on their needs.

Jim Taylor is Senior Vice President and General Manager of the Advanced Technology Group at Sonic Solutions, the leading developer of DVD and CD creation software. He is the author of DVD Demystified, the best-selling book about DVD technology, and Everything You Ever Wanted to Know About DVD, both published by McGraw-Hill. Called a "minor tech legend" by E! Online, Jim created the acclaimed Internet DVD FAQ, writes articles about DVD, and serves as Chairman of the DVD Association. Jim received the 2000 DVD Pro Discus Award for Outstanding Contribution to the Industry, was named one of the 21 most influential DVD executives by DVD Report, was an inaugural inductee into the 2002 Digital Media Hall of Fame, and was named one of the Pioneers of DVD by One to One magazine.

Jim has worked with interactive media for over 25 years, developing educational software, laserdiscs, CD-ROMs, Web sites, and DVDs, along with teaching workshops, seminars, and university courses. Before joining Sonic in 2001, Jim was DVD Evangelist at Microsoft, and was formerly VP of Information Technology at Videodiscovery, an educational multimedia publishing company.