



**Sandra Benedetto**            Director of Product Development and Sales Engineering  
Pioneer Electronics, USA and Blu-ray Disc Association

### **High Definition: The future of optical storage**

As home entertainment technology continues to evolve and adoption of HDTV grows, the industry is looking to identify the optical storage format of the future and successor to the DVD. In the next 2-3 years, the next generation of high-definition optical discs promises larger capacity and a better quality picture.

Since DVDs are one of the largest revenue producers for studios, how will next generation optical discs impact the industry? Will the convergence of consumer electronics and PCs yield new products for consumers? Lastly, how will content be created to take advantage of the new DVD format? The panelists will discuss these industry issues and more.

With twenty years of experience in the interactive technology and multimedia industries, Ms. Benedetto has worked in hardware, software and content development for DVD, CD-ROM and LaserDisc optical technologies. She is a former educator and founding director of a national award-winning technical training program for women.

She attended the Electrical Engineering program at New Jersey Institute of Technology and has a certification in Audio Electronics and Recording Technology from the Institute of Audio Research in New York City. She holds an MA in Educational Communications & Technology from New York University, a BA in Sociology from Ramapo College.

Ms. Benedetto has been a featured speaker at numerous conferences throughout North America & Europe on the topic of DVD technology and creating content for corporate and educational applications.