



STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Rob Caldeira, Media Asset and Conversion Senior Product Manager, Focus Enhancements

TITLE

Media Asset Management in the digital world

ABSTRACT

The sheer volume of video and other media assets produced today can represent nothing short of a logistical nightmare for many organizations. While the revolution of tapeless acquisition has streamlined the acquisition workflow and reduced the industry's dependence on videotape-based storage, pinpointing a digital file is no easy task. Editors and archivists can spend hours searching through hard drives and network storage to find a single file. And in many cases, companies fail to take advantage of their existing assets, simply because they don't know what they already have. In this session, Rob Caldeira discusses the strategic role of Media Asset Management (MAM) solutions in today's organizations. By streamlining the acquisition, storage and retrieval of digital media, MAM solutions can save businesses significant time and money. With particular focus on HD and SD video content, Caldeira will explore the specific requirements of managing rich media in the video-driven world, explaining how to integrate MAM into existing workflows to give users unprecedented levels of access, collaboration, and immediacy.

BIOGRAPHY

For the past 20 years, Rob Caldeira has been a major force in the video systems industry, with a strong emphasis in file-based media storage and management. As Senior Product Manager at Focus Enhancements, he currently leads the company's family of Media Asset Management and format conversion products. Prior to joining Focus Enhancements, Rob showed his entrepreneurial strength as president and founder of both VideoCarbon and nNovia, providers of OEM digital video recording solutions. Rob has also held various engineering positions throughout his career for industry storage leaders, including Quantum and Seagate.

Talk to be given at the Storage Visions™ 2008 Conference
at the Flamingo Hotel in Las Vegas, Nevada, January 5th and 6th 2008!