



**Sandra Benedetto, Director, Product Development & Sales Engineering, Pioneer Electronics USA, Inc.**

#### **TITLE**

**Blu-ray Disc: HD Movie Distribution and True Archive Solutions**

#### **ABSTRACT**

This presentation will provide a general overview of Blu-ray Disc as the best distribution model for High Definition movies and video for entertainment, education and business. An update of the Blu-ray market as compared to DVD and VOD will be presented. And we will also look at how existing and potentially expanding storage capacity on Blu-ray Disc makes it a compelling and reliable option for true archive (WORM), near-line mass storage applications.

#### **BIOGRAPHY**

Sandra Benedetto is the Director of Product Development & Sales Engineering for industrial optical disc products at Pioneer Electronics USA, Inc.

With over twenty years experience in the interactive video and multimedia industries, Sandra has worked in product management, engineering and marketing, as well as software development and content production for Blu-ray Disc, DVD, CD-ROM and LaserDisc technologies. She speaks frequently on the use of optical disc technologies in professional and industrial environments.

Sandra is a member of the Blu-ray Disc Association's USA Promotions Committee and the DVD Association's (DVDA) Advisory Council. She also sits on the board of directors for the Plasma Display Coalition and the New York Network of Women in Technology International (WITI).