



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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Jeff Lowe, COO, Building 4 Media

Bigger and more expensive does not mean better when it comes to Video Storage Systems

ABSTRACT

Many thousands of hours of HD video to be ingested in realtime or from archive, proxies generated, on-line & off-line editing, multi-format play-out to air, a great plan, a secure budget, the most reputable vendor partners, expert systems integrators all the keys to a successful deployment and still without the specific strategic knowledge of the industry by the storage system manufacturer, the design of the storage system will be the key to success.

Attend this keynote talk and hear what mistakes have been made and which lessons were learned after more than ten years of helping to design many such deployments in the Television broadcast and post production environments.

BIOGRAPHY

Jeff recently joined Building 4 Media, a Primestream company, in the new position of Chief Operating Officer. B4M is the developer of the FORK™ suite of television automation and media asset management applications and was recently acquired by Miami-based Primestream Inc. He brings a strategic vision to Building 4 Media, to create alliances with the companies who develop innovative media technologies and build an ecosystem of Preferred Partners and successful strategies for today's complex video workflows.

He has broad-based technology and operations experience in video communications, network & local broadcast, cable and internet operations as well as sales and marketing planning and execution.

Prior to B4M, Jeff was the Managing Director for Media & Broadcast technology for the NASCAR Media Group. He was responsible for the successful on-time and under- budget build out and subsequent operations portion of the NASCAR investment of \$20m to expand and mature the day to day operations of this organization tasked with supporting the second most watched sport in the US today.

Before NASCAR, Jeff spent nine years at Apple as a key influencer in the adoption of Apple technologies in the Broadcast and Professional video markets in the Sales, Marketing and Developer Relations Evangelism groups in Cupertino.

Prior to Apple, Jeff held several positions helping video technology companies transition to digital technology in the broadcast and professional video markets including the ABC and CBS Television Networks, Scitex Digital Video and others.