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TITLE

The Hyper-Active Archive: Extreme Archiving Scenarios in Media & Entertainment

ABSTRACT

Once seen as the final resting place for content, archives have evolved from deep storage to active storage where digital content is instantly accessible as well as permanently stored. Due to technology advancements like high-performance digital tape and more intelligent archive software, moving content to archival media has never been easier or more efficient. As a result, new use cases of extreme archiving are emerging, where files are archived early and often in the workflow, for projects that are still in progress--even when the files are expected to be accessed in near future.

BIOGRAPHY

Janet Lafleur is a Silicon Valley technologist focused on storage software in the media & entertainment industry. Her special skill is predicting how people will interact with technology, going beyond the "faster, cheaper, better" approach to evaluating technology. As Director of Marketing at Atempo, Lafleur saw major workflow disruptions caused by technology advances like HD, 4K, 3D and digital capture. She is fascinated by the creative new strategies Atempo customers are developing to manage their content explosion, and loves to share their stories. Lafleur holds a degree in Computer Science from Louisiana State University.