



**David Sallak, VP Industry Marketing, Panasas, Inc.**

#### **TITLE**

**Production & Render Challenges with 4K**

#### **ABSTRACT**

Delivering high-quality content within tight deadlines is part of the daily fare for digital media studios. The pressure applied to production by 4K and ever-higher video resolution is another matter, and now is the time to take advantage of new technology approaches to 4K production workflows. This talk will discuss the need for improved architectures as studios embrace 4K camera formats and project elements, and how to move past limitations of existing HD-based technical infrastructure by embracing the latest in scale-out commodity enterprise infrastructure. When looking into different storage options, opportunities to optimize the production pipeline should be leveraged so 4K projects finish on time. Can creative teams utilize higher-resolution elements without slowing down their I/O experience? Will the renderfarm support increasingly complex render algorithms requiring greater I/O? We will discuss how improvements to scale-out NAS can support 4K production requirements and deliver consistent high data throughput, high storage capacity, seamless scalability, and the instant availability of production data to keep workflows on track.

#### **BIOGRAPHY**

David Sallak is responsible for driving market adoption of Panasas® ActiveStor® high-performance scale-out storage solutions in all of Panasas' vertical target markets, with a focus on promoting the advantages of ActiveStor® scale-out technology with DirectFlow® parallel I/O and enterprise data services to solve the most demanding workflow challenges in content creation and distribution, life science, manufacturing and energy markets.

Sallak has over 15 years of experience in the storage business. Prior to joining Panasas, Sallak served as chief technology officer for media & entertainment at EMC Isilon, where he was responsible for leading corporate strategy to drive growth in M&E. While at EMC Isilon Sallak also held the position of chief strategist for media & entertainment and prior to that, was a senior solutions architect at Isilon Systems. Prior to this Sallak opened and managed the Central US branch of VTP Inc. of Burbank CA, as Sales Director and Architect at the largest Sony and Panasonic Professional Products Reseller in western North America.

Sallak has written several papers on M&E workflow design, co-authored a technical guidebook on Apple Final Cut Pro, and presented at many media conferences including NAB, IBC and CabSat. He also consulted on technical deployments for Disney, ITV, Tribune, Univision and numerous post-production facility rollouts.

Sallak holds a B.A. degree in Fine Arts and Studio Arts from The Principia.