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TITLE

High performance storage, asset management and workflow: the keys to successful high-resolution production

ABSTRACT

Two of the biggest challenges that media companies face today go hand in hand: the demand for working in higher resolutions, and the need for storage systems that can handle a huge amount of ingested content. Whether you're a post-production facility or a broadcaster, one of the biggest pain points is the huge amount of content that needs to be brought into the production storage system. And it needs to be converted or transcoded into a format that production teams can work with. The keys to overcoming these challenges are storage, asset management and workflow: building a storage architecture and system that delivers the flexibility to scale as the industry evolves, and designing workflows to orchestrate and manage the way people connect and work with high-resolution media in that storage. To drive efficiency, any member of the production team needs to be able to access content, from anywhere, at anytime, whether it's stored in the cloud, on premise, or on location. To effectively capture, render, edit, and archive high-res content, you have to manage it, build workflows, and bring teams together wherever they are in the world. Storage will inevitably evolve to deliver higher performance, more reliability and larger capacity, but it's how you apply those things in solutions that will help solve some of the industry's biggest challenges like file ingest and the storage of high-resolution content at an affordable price point.

BIOGRAPHY

Gary Green is responsible for Avid's shared storage product line. Gary has over 20 years of experience working closely with customers to solve their daily pains and enable them to get the job done quicker. In his current role at Avid, Gary acts as the critical bridge between customers, partners, architects and engineers (not to mention sales and marketing) to deliver innovative storage solutions for the Media & Entertainment industry.