



Kenneth Yas, Managing Director, WCPMedia Services

BIOGRAPHY

Over the course of his career, Ken has been involved in almost every aspect of Hollywood-based production and post production, from several perspectives: as a product specialist, marketing manager, post production executive and service provider.

Ken has actively participated and managed seminal moments in the introduction and deployment of transformational technologies that now represent standard operating procedure for production and post production. His skill set is comprehensive and cross-disciplinary.

Beginning with his work @ the Sony Video Institute and Lucasfilm, he has collaborated in the development and introduction of systems that have revolutionized how films and television are made.

These included the EditDroid System from Lucasfilm, the CMX 6000 nonlinear system from Chyron, the Lightworks nonlinear system, the Avid Media Composer and the first authentic digital motion picture camera—the Viper from Grass Valley. His career includes senior managerial and sales roles @ The Post Group, Hanna Barbera Cartoons, Intel, Thomson-Grass Valley and Santa Monica Video.

His current clients include film and television production companies looking for a better way to deliver high-value content to international broadcasters, as well as archives and libraries transitioning their current and legacy content to the digital format from film and/or videotape.

“The entire M&E production and distribution apparatus continues to migrate to on-demand, OTT platforms,” says Yas. “The missing puzzle piece is an integrated, end-to-end solution for the volume management and delivery of legacy or current.

The WCP Web App represents a leap forward in providing television producers and others with a robust, end-to-end professional distribution platform. It overcomes the limitations of current cloud storage and transport systems for professional file deliveries by providing a simple, standardized platform that is fast, affordable and secure.”