



**Mark Pastor, Director, Solution and Product Marketing, Quantum**

**TITLE**

**Maximizing Content Value with Artificial Intelligence**

**ABSTRACT**

Every organization is experiencing explosive data growth and much of that growth is driven by increasing amounts of video and audio content being captured and stored. But with growing content stores comes a need to sift through all the content to understand what has been captured and ultimately how to generate value from it. Artificial intelligence (AI) offers a powerful solution for automating and accelerating the analysis of video and audio content to help organizations maximize the value of that content. With richer metadata about audio and video content, organizations can create new intelligence based workflows, more media based offerings, or improved business metrics. Advertising, video production, legal discovery, education, call centers, politics, retail, and security are just examples of the many emerging use cases that are taking advantage of context-based search and discovery tools.

Quantum will explain how the integration of AI with on-premise storage enables organizations to apply cognitive analytics to video and audio content and generate much more robust metadata without the cost and hassle of moving their media libraries to the cloud. The company will describe an economical approach that allows users to take advantage of object recognition, optical character recognition (OCR), transcription and other analytical processes to extract new value from content already maintained in on-premise storage and any new content as it is captured.

**BIOGRAPHY**

Mark Pastor is director of data intelligence solutions at Quantum. In his current role, he leads a team responsible for driving Quantum's data intelligence and storage solutions for HPC, AI, research and other large unstructured data environments. Mark also represents Quantum within the Active Archive Alliance and in the LTO consortium. Prior to joining Quantum, Mark led a team that was responsible for business planning and market development of several new strategic technology initiatives at Seagate.