



Rob Kobrin; Chief Technology Officer; Integrated Media Technologies, Inc.

BIOGRAPHY

Rob Kobrin is Chief Technology Officer of Integrated Media Technologies, Inc. (www.imtglobalinc.com), a systems integrator specializing in enterprise infrastructure for file based workflows. IMT is headquartered in North Hollywood, where its media technology laboratory includes over a petabyte of storage, and has additional offices in Huntington Beach and Palo Alto.

Kobrin was formerly Sr. V.P. W.W. Product Management at Avid Technology, and was instrumental in the company's development of shared storage and file-based workflows. He was responsible for Media Share, the first shared storage for media, and participated in the founding of the Open Media Framework Initiative (OMF). He has served on the board of the Advanced Authoring Format Association, developer of the AAF and MXF file standards, and continues this work with the Advanced Media Workflow Association.

Rob began his career as a production assistant on "Rocky". He eventually became a film editor, and was one of the first to make the switch to digital technology. His credits include "Charlton Heston Presents the Bible", the first long-form project cut on an NLE, "Needful Things" one of the first studio features cut with an NLE. With the support of Avid and Digidesign, "Virtuosity" was the first film to employ a file-based workflow. It also was the first project to use shared storage, and to use a WAN between departments. "Alaska" was the first film to bring file based workflow forward into production, with digital audio files recorded on the set flowing through dailies and post to the mix. Many of these innovations are industry practice today.

He can be contacted at rob@imtglobalinc.com