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TITLE: Solving the Asset Management Challenge in an HD World

ABSTRACT

The volume of digital media assets produced today in many organizations typically results in the creation of logistical nightmares. File-based tape-less acquisition has drastically streamlined overall content workflow and the benefits are enormous. No doubt file-based workflow has eliminated the “room of tapes” but the fundamental process of finding a particular piece of content has not really changed. The only major difference is that in place of searching for a particular clip amid a sea of tapes, users must now scour computer storage for a particular file.

High definition is also now becoming synonymous with digital video and digital media assets and only exacerbates logistical nightmares as a result of huge file sizes. Addressing high definition file-based workflow presents challenges in addition to those found in standard definition.

Through the introduction of Media Asset Management (MAM) solutions the logistical nightmares are eliminated (or at least greatly suppressed!). Robert Caldeira of Focus Enhancements will be discussing the components of today’s MAM solutions and how they apply, especially in regards to high definition digital media assets.

BIOGRAPHY

Robert Caldeira has over 20 years of experience in video systems products, with a strong emphasis on file-based media storage and management. Most recently he was president and principal founder for VideoCarbon, an OEM that provided digital video recorders and ancillary products for security and surveillance applications. Prior, Caldeira was president and principal founder for nNovia, an OEM that provided digital video recorders for professional video, broadcast and prosumer markets. Caldeira has also held various engineering positions for industry storage leaders, including Quantum and Seagate.

Caldeira holds a BS and MS degree in Engineering from Santa Clara University