

2010 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



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TITLE: The Integrated Value Of Digital Storage For Feature Production

ABSTRACT

In the midst of today's accelerating trend toward Digital Feature Production, image and audio essence are not the only types of data that must be stored, accessed securely and collaboratively, and accounted for. In addition, a growing number of services traditionally provided by post-production facilities are increasingly being provided on-set today.

In this presentation, we'll take a broader perspective of production data so that we can begin to see the business value of digitally storing and managing the wide variety of different types of production data and metadata as well as the possibility of ensuring the connection between these disparate data sets. This will enable us to modify existing production processes to gain improved efficiencies during feature production.

BIOGRAPHY

A 25-year film and video post-production veteran with experience in applying technology primarily to the post-production finishing of feature film releases, trailers & visual effects as well as television commercials, music videos, episodic and sitcom shows.

Since 1997 he has been working with a variety of technology and business initiatives, from startups to Fortune 100 Corporations, while analyzing the digital transition of visual story-telling, music distribution, advertising, social connectivity and knowledge.

For NAB 2004, Joe teamed the software company Nucoda with storage experts Bright Systems to provide the first public demonstration exhibiting the simultaneous playback of 3 data streams consisting of 2k DPX sequences in real-time.

He then joined Autodesk Media & Entertainment as a workflow specialist, leading the integration of their software finishing tool Smoke with the digital intermediate color corrector Lustre for achieving interactively collaborative finishing capabilities

Recently, he has turned his attention to leveraging digital technologies for meeting the growing needs of the studio feature production market during its transition toward fully digital production and the resulting file-based workflows.