

2010 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



Larry Jordan, President, Larry Jordan & Associates

TITLE: 10 TB of Online Storage and STILL No Room!

ABSTRACT

Video production requires vast amounts of storage. In his opening remarks, Larry Jordan, host of the Digital Production Buzz podcast, explains why this panel is necessary. In "ye olde days," video editing was done on video tape. That time is long past. Now the industry is moving to new formats of video which record to cards, hard disks, even optical media. And these new formats are shooting high-definition, which is up to 7 times larger than the video we all grew up with.

What are the challenges in working with this new format? When the average video project requires TERAbytes of storage, where will we store all this material? When we are still watching films that are 70 years old, how will we archive this material? What new technologies can we look forward to that will help us manage all these visual assets?

Larry's presentation sets up the problem. This panel will provide the answers.

BIOGRAPHY

Larry Jordan is a producer, director, editor, writer, and Apple Certified Trainer in Digital Media with more than 30 years experience as a television producer, director, and editor with national broadcast and corporate credits. Based in Los Angeles, he's a member of both the Directors Guild of America and the Producers Guild of America. Recognized as one of the Top Corporate Producers in America, he has also written five books on Final Cut Studio, created hundreds of hours of on-line training, and is the executive producer and host of Digital Production Buzz, a podcast devoted to digital video production and post. Visit his websites at www.larryjordan.biz and www.digitalproductionbuzz.com.