

2016 Creative STORAGESM CONFERENCE

June 23rd 2016 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



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TITLE: Small Workgroups and Thunderbolt3 – A Real Game Changer

ABSTRACT

The world of content creation seems to be a never ending series of evolutionary leaps constantly fueled by innovative thinking. Many of these changes have a direct impact on consumers such as HD, 3D, 4K, HDR and even VR. This drives the industry forward, however big leaps have mostly come with big budgets from big organizations, and those budgets is not necessarily spent on cameras – they can be rented, or the editing and finishing software and hardware – computers are cheap and software is mostly subscription. Most often its the workflow cost, and in fact its storage cost and complexity.

In this talk we'll explore how innovation, commodity, and Intel are changing that. We'll discuss how new low cost commodity storage interface, Thunderbolt3 and some innovative thinking allows small workgroups to do amazing work that previously was reserved only for big budget organizations.

BIOGRAPHY

Considered by many as one of the Fathers of Xsan, Alex helped Apple create the category for media and entertainment, with responsibility for all Server and Storage products, from development to go-to-market and product management functions.

Most recently he was VP, Media & Entertainment for Quantum, with responsibility for driving the company's go-to-market strategy. Prior to Quantum, Alex was Founder and CEO of Active Storage, a developer of media and Apple-centric workflow storage solutions.

With more than two decades of industry experience, Alex has contributed to several patents associated with media management and storage technology.