

2016 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



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TITLE: Genetic Diversity: What is it? Why do I need it?

ABSTRACT

In this day and age, your content is not only threatened by acts of Mother Nature, but is also susceptible to cyber-attacks. Forms of attack, that we previously didn't think possible, include: embedded Malware in Firmware, electromagnetic pulses (EMP) and intentional electromagnetic interference (IEMI). Genetic Diversity is a new concept that describes utilizing various storage mediums, as opposed to one exclusive technology, to protect your data from multiple threats. The failure to employ genetic diversity in the shape of data storage mediums, can be detrimental to media and entertainment operations. To preserve your digital assets, it is essential to archive across varying data center locations and multiple storage mediums, such as disk, cloud and tape. Doing so helps to mitigate the risks associated with archiving data on one specific platform (disk only). In this session, we will discuss new sets of threats endangering information today and simple methods to assure the survival of content after such attacks occur.

BIOGRAPHY

David Feller brings more than 25 years of engineering and marketing leadership experience to Spectra. As Senior Director of Product Management, he merges the voice of the customer with market trends and technologies to create and drive a successful product portfolio for Spectra. David also oversees Spectra's external partnership development, client certification and client test programs. Prior to Spectra, David was vice president of marketing for DVDO/Silicon Image, where he pioneered 4K and beyond HDMI technology systems. Previous to that, he served as vice president of marketing for Cornice, a hard drive manufacturer that pioneered storage for early portable music players. He also held the position of chief marketing officer for BOCS, an in-home video distribution company, and was product line director at Harris Semiconductor where his group invented and brought to market the world's first WiFi solution. David holds a bachelor's of science degree in electrical engineering from Texas A&M University.