

# 2016 Creative STORAGE<sup>SM</sup> CONFERENCE

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**Ed Harper, Senior product manager, Avid**

**TITLE: Reinventing content storage to solve today's and tomorrow's media workflow challenges**

## **ABSTRACT**

The content storage landscape is changing rapidly as media professionals face new challenges, new technologies, and new ways of working. Media organizations will increasingly need to rely on cloud storage and services, and media services and asset management in the cloud to give them the flexibility and scale to effectively manage higher resolution formats and huge volumes of ingested content, drive efficiency, and enable any member of the production team to access content from everywhere. This paper will provide an overview of the evolving digital media ecosystem and the fundamental need for streamlined storage. It will outline the challenges media professionals face with storage today, and explore technology innovations that can help overcome them. It will describe the technology underlying Avid NEXIS, the first software-defined storage platform for media that enables true storage virtualization for any media application.

## **BIOGRAPHY**

As senior product manager at Avid, Ed Harper develops shared storage solutions to meet the demands of video post production, broadcast, live event and audio workflows. Ed has over 20 years' experience in technology product management roles. Before joining Avid in 2009, Ed held senior product management positions at companies including Cedar Point Communications, Telco Systems, Integral Access, and 3Com.