

2017 Creative STORAGESM CONFERENCE

May 24th 2017 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCETM EVENT 



Denise Muyco, CEO and co-founder, StratusCore

TITLE: The Rise of the Cloud-Based Production Command Center: How TV and Film are Capitalizing on the Strengths of the Cloud

ABSTRACT

With the expansion of VR and OTT content providers such as Netflix, Hulu and Amazon Productions, the content creation industry is growing exponentially. Movies, TV, games and advertising are all in competition for talented content creators. A typical movie feature now requires hundreds of freelance digital artists as computer-generated content has become standard alongside on-location shoots. Orchestrating an army of digital artists can push productions to the breaking point. Further, productions can require huge capital expenditure. Massive IT infrastructure for storage and rendering is required for each production that needs to be secure, available quickly, flexible and scalable. Today, the variety of needed components for productions is fragmented, hard to access and operated by many independent suppliers. At the same time, digital artists need access to a variety of new technologies, each often having costly licenses and requiring expensive computers that can handle the computationally-intense process. In this session, StratusCore's co-founder and CEO Denise Muyco can discuss how the rise of cloud-based "Production Command Centers" and "Virtual Studios" are disrupting how production companies, content creators, creative studios, and digital artists work, from content development and rendering, to file transfer and storage. These facilities provide media and entertainment professionals access to "pop-up studios" that include connectivity, storage, virtual workstations, a collaborative environment and more, where they can get their products up and running quickly, without the headaches of designing and installing costly hardware and software; all the while providing a safe, secure asset management environment with the controls required by the industry. Content creators and creative studios are capitalizing on the strengths of the cloud through Virtual Studios and effectively reducing (or eliminating) the capital infrastructure previously required for these types of organizations. Similarly, production managers can use cloud based services to manage projects, budgets, storage, assets and people; and content providers can render, create, collaborate, store, organize and manipulate content securely, on a public or private cloud. Denise can share how some of the world's largest traditional studios like Sony and Universal, OTT content providers like Netflix, gaming and post-production VR / VFX houses like Sony Interactive, and educational institutions like NYU, are using these cloud-based production command centers. She can also address how StratusCore's cloud-based storage solution, as well as other offerings such as Box and DropBox, can be integrated into a virtual studio platform, and offer best practices for storing, archiving and sharing digital content.

BIOGRAPHY

Denise has nearly 20 years of experience in the film industry as a serial entrepreneur. She founded StratusCore in 2011 to enable artists and content producers to take advantage of emerging cloud technology to streamline the content creation process and make it more cost effective for artists and studios alike. A recent profile of Denise appeared in the Puget Sound Business Journal, "Women Who Lead: StratusCore CEO Denise Muyco is a creative connector." Additional coverage of the company has appeared in GeekWire, Post Magazine (page 2) and Advanced Television.