

# 2017 **Creative** STORAGE<sup>SM</sup> CONFERENCE

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

AN ENTERTAINMENT STORAGE ALLIANCE<sup>TM</sup> EVENT  ENTERTAINMENT STORAGE ALLIANCE<sup>TM</sup>



**Ed Harper, Senior Product Manager, Avid**

**TITLE: Integrating 4K, HDR and VR into production workflows**

## **ABSTRACT**

In today's rapidly evolving media environment, media professionals need tools that enable them to tell a better story, and engage and immerse audiences—tools like 4K, HDR, immersive audio, virtual reality and augmented reality. But integrating these tools and the enormous files they create into existing workflows presents numerous technical and creative challenges. This session will discuss the impact of these technologies on storage and workflows, the challenges and opportunities they present, and how they will shape the future of media production.

## **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.