

Cloud-Based Content Production, Flash Memory Storage Highlighted at FMS August 9

Filmmakers, Storage Experts Discuss Pros/Cons of Producing and Storing Film Content during Panel Session

Santa Clara, Ca – July 20, 2016 – Filmmakers and storage solution experts will explore the benefits and issues of conducting production and post production in the Cloud as well as flash memory-based storage options during a panel session at the FMS (Flash Memory Summit) M&E Day, August 9. The series of panel discussions will cover the complete spectrum of video capture and production as part of FMS 2016 August 9-11 at the Santa Clara Convention Center.

“Film and video content producers always ‘over shoot’ their projects,” said Pallab Chatterjee, panel moderator and editor-in-chief of *M&E Technology*. “Now that they are increasingly working in 4K and HDR (high definition resolution) technology, they have higher storage requirements and have to capture and protect volumes of scenes and frames to deliver a strong story and message.

“Because of the pressures of time and financial budgets,” he continued, “they often work with specialists who are across the street, across the country or half way around the world to finalize the film,” he continued. “Filmmakers and content creators hire the best craftspeople possible to stitch together a compelling film. As a result, they depend on flash memory-based solutions that are fast, reliable, secure and economic.”

Industry experts who will be sharing their views and expertise on Chatterjee’s panel include:

- Andy Warman – Harmonic
- Phil Storey – XenData
- Dave Frederick - Quantum
- Tien Shiah - Samsung

The event brings together leading filmmakers, digital storage/ solution providers, media and entertainment experts to discuss the growing requirements and advancements being made in film/video content capture, production and post production. The no-cost sessions are open to individuals and organizations interested in understanding the complete M&E industry content cycle.

The Flash Memory Summit 2016 also showcases the latest in flash memory design, production and application with over 10 simultaneous panel session tracks and 14 keynote speakers from industry leaders around the globe.

Produced by Conference ConCepts, Flash Memory Summit 2016 celebrates its 10th anniversary and anticipates its largest audience to date, over 10,000 registrants. Vendors interested in exhibiting, please contact Alan Land at 1.760.212.5718 or Sales@FlashMemorySummit.com.

About the Flash Memory Summit

Flash Memory Summit, held August 9-11 at the Santa Clara Convention Center, is the world’s largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise data storage as well as business/industrial/consumer applications. For more information on the conference and registration, visit <http://www.flashmemorysummit.com/>