

Andy Bellamy  
Product Marketing Manager

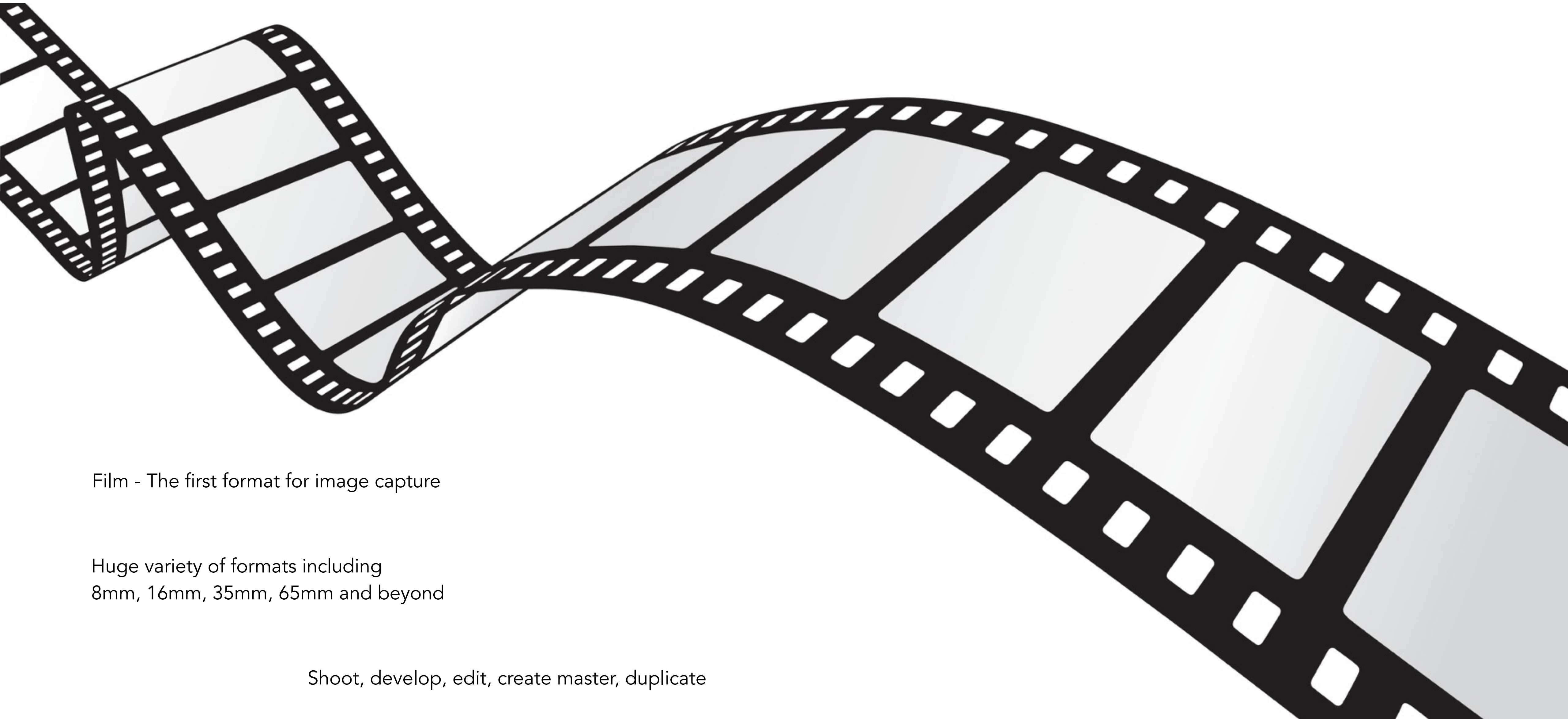


# The Death Of Film



Or How I Stopped Worrying  
And Bought Lots And Lots (And Lots)  
Of Fast Storage For 4K Digital Workflows





Film - The first format for image capture

Huge variety of formats including  
8mm, 16mm, 35mm, 65mm and beyond

Shoot, develop, edit, create master, duplicate

The acquisition medium, delivery and archival medium

**AJIA**<sup>®</sup>  
VIDEO SYSTEMS

# First Digital Workflow

Firstly an Intermediate

Telecine Film to Digital Format

Shoot, develop, edit as low quality  
digital, create master, Telecine to Film and distribute

Master to High Quality Tape and distribute



# Modern Digital Workflow

End to end in most cases

Shoot, edit as Native Digital

Deliver HQ Digital Master in multiple formats and frame rates

SD first, then HD and now UltraHD, 4K formats



**AJA**<sup>®</sup>  
VIDEO SYSTEMS

# The Needs Of A Modern Digital Workflow

Acquisition



Fast, Reliable Recording Media

Edit



Fast, Reliable Editing RAID

Delivery



Reliable Hard Drive

Archive



Reliable Long Term Solution



# But What Does This Really Mean?

## Acquisition

4K can be 1GB/s +

4K means longer recording times

4K means faster transfer speeds on-set

## Edit

Drive speeds must match data rates consistently

Drive capacities must match large file sizes

More data requires a better level of redundancy

## Delivery

Reliable and robust

Formatted Correctly

## Archive

Back to tape?

Can the Cloud cope?





# What Have We Learned?

The Need For Speed - Fast and Consistent read/write

Reliability - The Inverted Price Pyramid Of Modern Production

Bigger, Better, Faster MORE! - Big CFast Cards, RAID, SSD Drives

Thunderbolt 2, USB3 and beyond

Long Term Storage Is Still An Issue



What's Next?

8K

Thank you

