



Society of Motion Picture and Television Engineers San Francisco Section Meeting Notice

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June Meeting

Join SMPTE at the NetApp Founders' Theatre for a special presentation on Storage for Media

Presenters Dave Van Hoy, Advanced Systems Group
Jason Danielson, NetApp

Where: NetApp Founders' Theatre
1395 Crossman Ave
Sunnyvale, CA 94089

Date: June 20, 2019

Time: Reception, Refreshments, &
Building 1 Tours 6:30 PM
Presentation 7:30 PM
Building 2 Tours 8:30 PM

Media storage is an essential part of the content value chain. Dave Van Hoy and Jason Danielson will provide an overview of the technology of storage for media and the critical requirements for industry users, including broadcasters, studios, cable providers, Internet delivery networks, and corporate video producers. Media operations are dependent on high-speed production, archive, and delivery architectures. At the same time, such requirements include continual scaling to meet the expansive demand for higher 1080P, 4K, 8K resolutions, denser 360 degree immersive media, 3D animations, faster renders, higher IOPS, more users, and increasing amounts of content. Real-world applications for on premise and cloud architectures will be discussed.

The evening will also include a demo of the Founders' theatre's Meyer Sound's Constellation acoustic system and tours of NetApp's new video production facilities and its world-class Data Visionary Center including 12 foot high cylindrical wall.

Presenters:

Dave Van Hoy is President of Advanced Systems Group, LLC, which is a supplier of Tools and Services to the Professional Video, Film and Audio community. Advanced Systems Group specializes in solutions for Production and Post including high speed storage, asset management, and archiving.

Jason Danielson has a deep background in the media industry and has been at NetApp since 2011. During his tenure, NetApp developed a worldwide systems integration channel for media and has built relationships with over 50 media systems companies. Prior to that he held leading positions at Omneon and Silicon Graphics (SGI) and was cofounder of DF/X, which won an Emmy for the development of the video workstation.

Register at: <https://smptesfjune2019.eventbrite.com>