

## **Video Production Demands for Flash Storage Explored at FMS, August 9**

### ***Panel Session of Filmmakers, Storage Experts Discuss Expanding Video Content Production and Growing Requirements***

Santa Clara, CA – July 10, 2016 – In the first of four panel sessions at the FMS (Flash Memory Summit) 2016 M&E Day, August 9, attendees will hear film and storage industry experts explore the changes that are taking place in digital content production and how it affects their workflow. The day's panel discussions will cover the complete spectrum of video capture and production as part of FMS 2016 being held August 9-11 at the Santa Clara Convention Center.

With 4K and HDR (High Definition Resolution) becoming the benchmark for video and film production and enjoyment, the demand for reliable, high-speed flash memory based products is increasing.

“Last year, 92 percent of the flash memory purchased by the M&E industry was used to capture ultra-high resolution content,” said Mike Mihalik, storage industry consultant and panel moderator. “But we’re seeing a significant increase in the need to use solid state storage in every stage of the movie and video production cycle. As a result, speed, performance, reliability and shorter production deadlines are becoming major considerations for the entire film production team.

“Great video comes at a speed, performance, reliability cost throughout the production and post production process,” he added. “In addition; special effects, audio, color correction and editing require 8x the storage capacity of old-fashioned HD content. A major blockbuster film produces 740TB of stored data, worked on locally with global assets placing increased importance on the storage technology used.”

Mihalik will moderate a panel of film and storage industry experts to explore the balance between high-speed, highly reliable flash storage and long-term storage. Panelists include:

- Roy Taylor - AMD
- John Geldman - Micron
- Jeff Stansfield - Advantage Video Systems
- Jim Douglas - HP

The one-day of sessions 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 applications 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](mailto:Sales@FlashMemorySummit.com).

**About the Flash Memory Summit**

Flash Memory Summit, 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/>