

Filmmakers Get Personal About Storage at FMS, Aug 9

Indie Filmmakers. Industry Expert Panelists Will Explore the Special Needs and Concerns When the Budget – Deadline, Quality, Financial – Is Yours

Santa Clara, CA – July 24, 2016 – More than 10,000 new film concepts were launched last year and four times that number of documentary, educational, informational films produced by more than 10,000 independent filmmakers around the globe. A panel session of filmmakers and experts will discuss the challenges and concerns these video storytellers have compared to the few tentpole (blockbuster) films that are released at the FMS (Flash Memory Summit) M&E Day, Aug. 9. The series of panel discussions will cover the complete spectrum of video capture and production as part of FMS being held Aug 9-11 at the Santa Clara Convention Center.

“These filmmakers are shooting in 4K and HDR (high definition resolution) as well as VR (virtual reality),” Tom Coughlin, FMS chairperson, noted. “They are dealing with content being shot at 24-60 fps and cameras that can support 200fps content capture. And when the time and financial budgets are yours requirements are sharply different from those of studios or clients.

“The panel session will discuss the use of today’s new economic, high-performance cameras as well as low-cost, easy-to-use workflow system/solutions that make it possible for independent filmmakers to compete against large studios and hefty budgets,” he added. “They will explore how filmmakers balance their needs for more, faster storage with tight financial budgets from the first scene to the final cut.”

Moderated by W. David Schwaderer, Stanford Lecturer and filmmaker, members of the panel include:

- Cirina Catania – Catania Group
- Marco Solorio - One River Media
- Larry O’Connor – OWCDigital
- Chris Bross - DriveSavers
- Mike Romo - e-illusion media

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 application with over 10 simultaneous panel session tracks and 14 keynote speakers from industry leaders around the globe.

Flash Memory Summit, produced by Conference ConCepts, 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, 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/>