

Video Capture, Production Moves Past Pokemon August 9 During M&E Day at Flash Memory Summit

Filmmakers, Industry Experts Discuss Growth of 4K, HDR, VR Video and Storage Requirements

Santa Clara, CA – August 2, 2016 – The FMS (Flash Memory Summit) announced today that as part of the 2016 Summit there will be an M&E Day on August 9 with a special series of panel discussions on the latest trends in video capture, production and storage requirements. Celebrating its 10th anniversary, [FMS 2016](#) is being held August 9-11 at the Santa Clara Convention Center.

The M&E Day sessions bring together leading filmmakers, digital storage/solution providers and media/entertainment experts focused on providing attendees with an increased understanding of the growing industry-wide demand for higher-resolution education and entertainment video content, the increased frame rates required and the impact on storage.

“This year, filmmakers will produce more than 10,000 feature-length films and at least five times that number of documentary and educational/informational videos,” noted Tom Coughlin, conference chairperson. “Nearly all will be produced in 4K resolution and increasingly, in higher frame rates and HDR (high dynamic range) which requires more than 7 TB/hour of storage capacity. In addition, VR (virtual reality) video capture and production has increased more than 80 percent this past year, which can require many times more storage than 4K video content.

“The media industry is being very innovative in how they are using storage and are placing increasing requirements on the storage industry,” the president of Coughlin Associates added. “Whether people view the content at the theater, on their TV, or on their mobile device, more than 95 percent of the content is shot digitally and requires high-speed, high-performance and rugged flash-memory based storage solutions.”

Available at no additional cost, the sessions are open to individuals and organizations interested in understanding the complete M&E industry content cycle.

There will be four panel sessions throughout the day:

- HDR/UHD 4K Raise Flash Demand in Production, Storage Requirements moderated by Mike Mihalik - Video Storage Consultant. Panelists include
 - o Roy Taylor - AMD
 - o John Geldman - Micron
 - o Jeff Stansfield - Advantage Video Systems
 - o Jim Douglas - HP

- Flash Demand Grows with HDR/UHD 4K Films moderated by Lidia Paulinska – Editor-in-Chief of “*Bright Blue Innovation International*.” Panelists include:
 - o Chris Haeffner - Other World Computing
 - o Neil Smith - LumaForge
 - o George Krieger - Xarray Digital Design & Productions
 - o Alex Grossman - Symply
 - o Mike Cavanaugh - KeyCode

- Flash Storage, Film Production in the Cloud moderated by Pallab Chatterjee, of M&E Tech with panelists including:
 - o Andy Warman - Harmonic
 - o Phil Storey – XenData
 - o Dave Frederick - Quantum
 - o Tien Shiah - Samsung

- Flash Storage When the Film Budget is Yours, moderated by W. David Schwaderer, Stanfor Lecturer, Filmmaker. Panelists include:
 - o Cirina Catania – Catania Group
 - o Marco Solrio - One River Media
 - o Larry O’Connor – OWCDigital
 - o Chris Bross - DriveSavers
 - o Mike Romo - e-illusion media

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 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/>