



# We Are “Fellow Travelers”

MEMORY & MEDIA

By

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Founder, Lead Creative

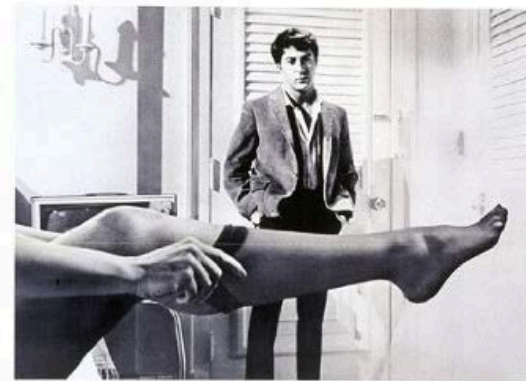
The Catania Group, Inc.

# And so it begins... 1967

Alan Shugart invents the FDD (Floppy Disc Drive) while working at IBM

My world is watching Dustin Hoffman in "The Graduate"

JOSEPH E. LEVINE  
MIKE NICHOLS  
LAWRENCE TURMAN



This is Benjamin. He's a little worried about his future.

## THE GRADUATE

ANNE BANCROFT · DUSTIN HOFFMAN · KATHARINE ROSS  
CALDER WILLINGHAM · BUCK HENRY · PAUL SIMON  
SIMON · GARFUNKEL · LAWRENCE TURMAN  
MIKE NICHOLS TECHNICAL® PANAVISION®

United Artists  
A Division of  
Columbia Pictures

in 1981...

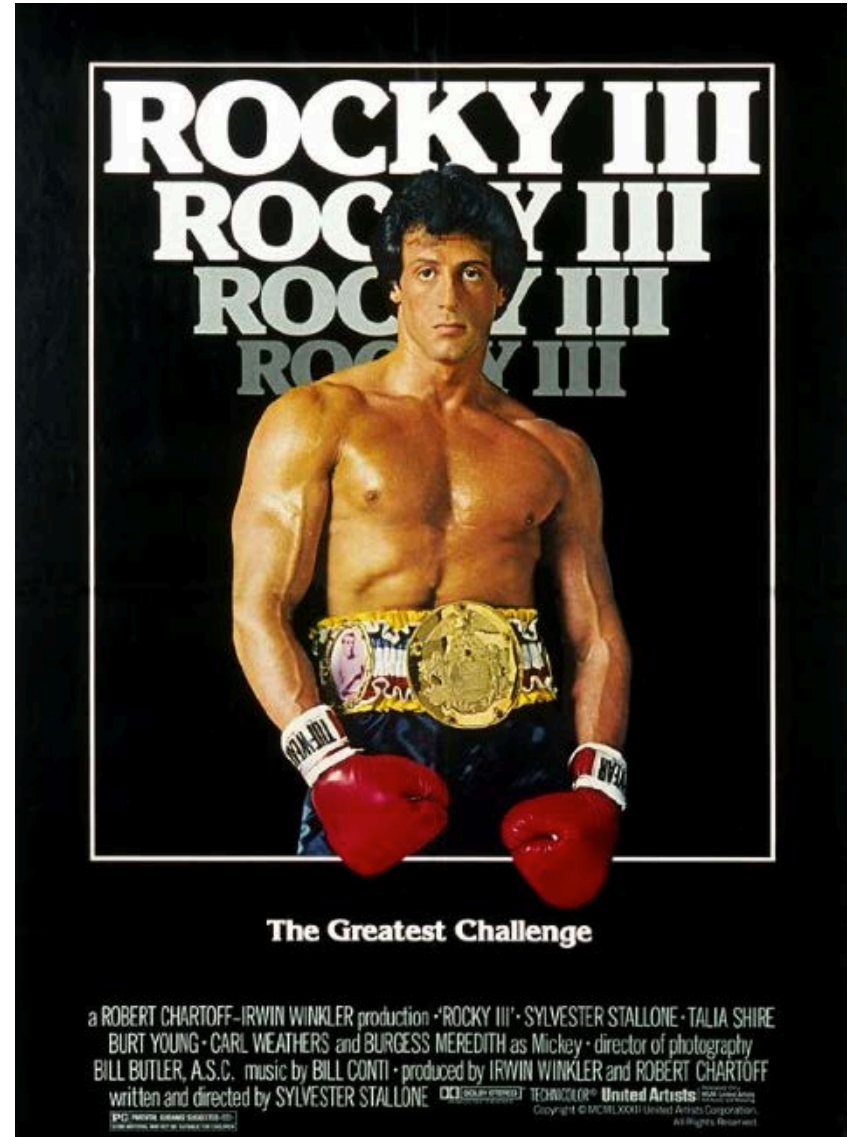
The Osborne portable computer is born and Sony begins shipping the 1<sup>st</sup> 3.5" Floppies,

And "Road Warrior" launches a new gritty series and the career of Mel Gibson takes off



a year later, in 1982...

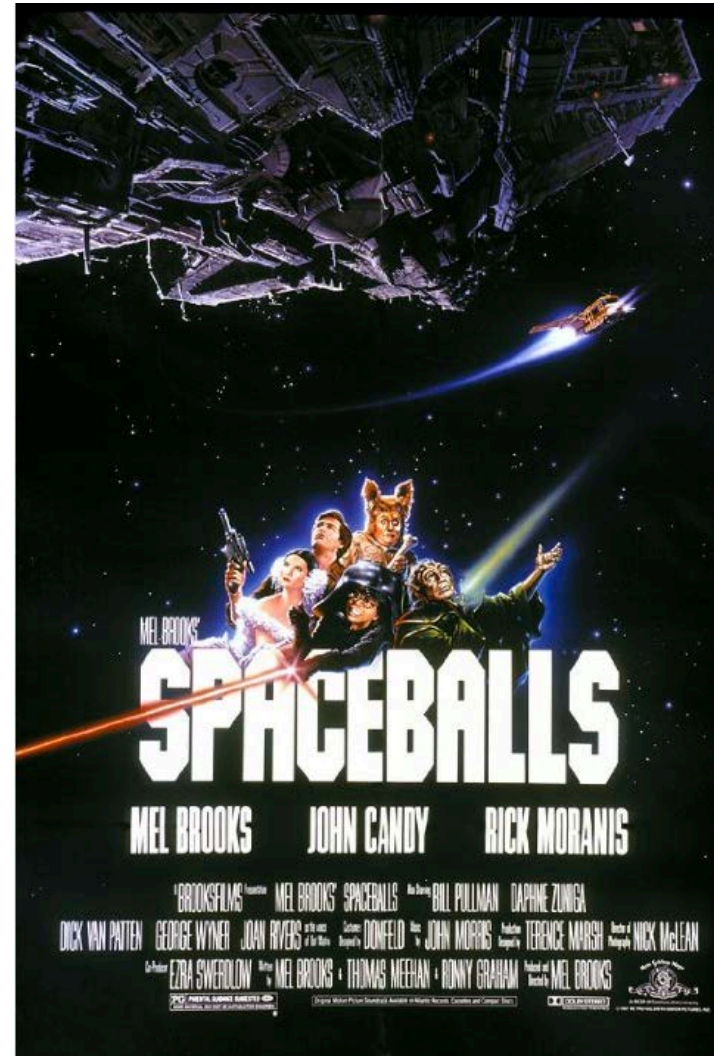
I bought my 1<sup>st</sup>  
portable computer, a  
Compaq with a  
whopping 256k ram!



## In 1987...

Compaq came out with the Deskpro 386 running up to 4 million operations per second and 4kb's of memory

Followed close behind by IBM with the announcement of the PS2



# 1987, San Francisco...

Toshiba launches  
NAND Flash Memory  
at the IEEE  
International Electron  
Devices Meeting in  
San Francisco



## Skip to 1994...

The Iomega Zip Disk is born.

USB Flash Drives are invented.





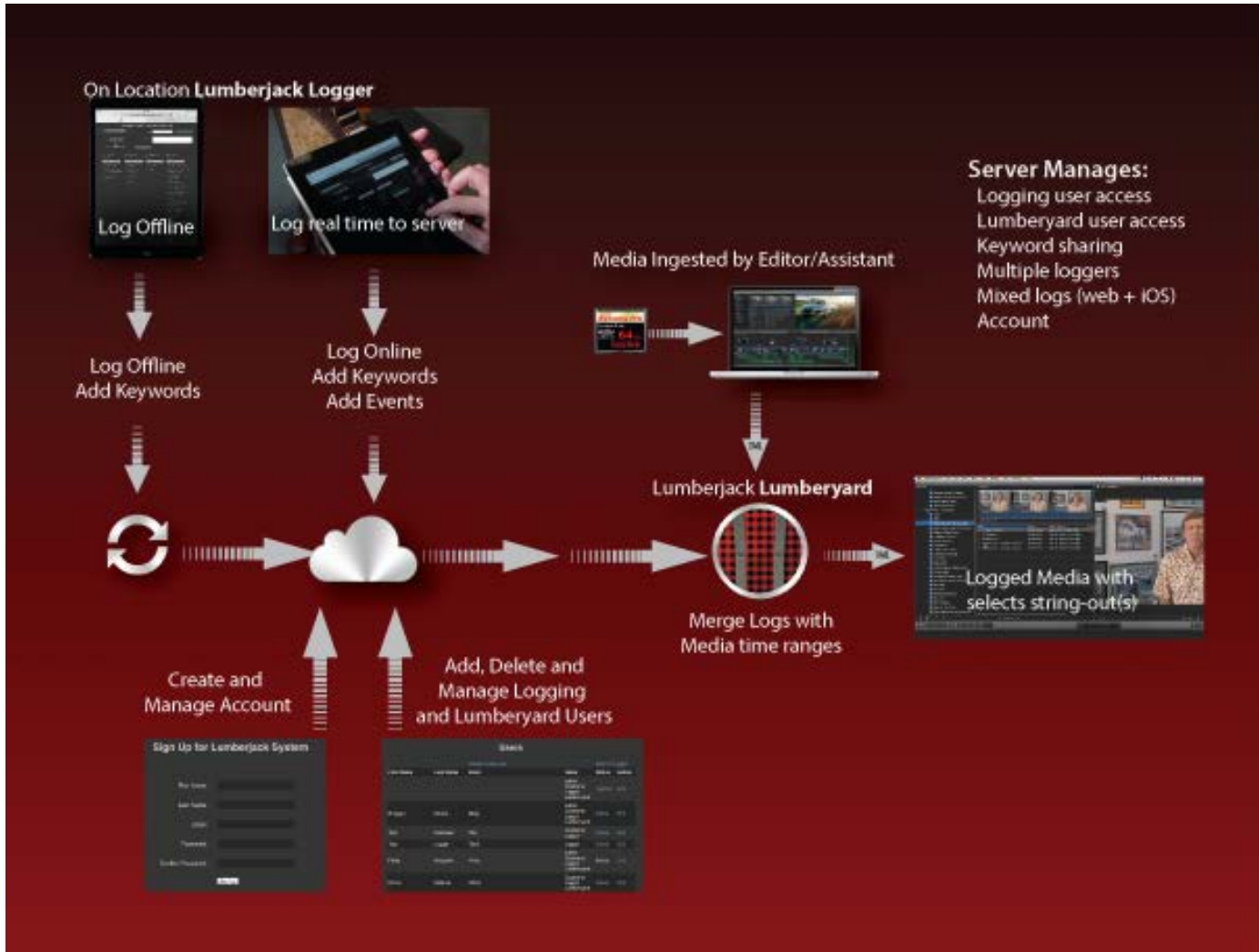


## Getting to know you...

- We record the action – matchmaking between cameras and cards...



# Logging and ingesting media





# Duplications and Worker Copies

- Original Media exactly as shot
- Protection Clone (never to be touched)
- Worker Copy (files renamed, organized)
- Protection Copy of Worker
- Studio copy of Worker
- 3<sup>rd</sup> Clone of Worker for safety
- Output of project
- Clone and 2<sup>nd</sup> Protection
- ARCHIVE ?!

# Final Tally?

- 10 x the amount of original media
- How do we store it
- How long will it be viable

# Berlin, Germany / Comic Con, San Diego





# In Cowboy Country, w/ subfreezing weather and unpaved mountain roads







Kenya





# Fiji





# Chasing Lightning for National Geographic in the Southwest



# Filming wounded heroes.



This one almost got away...



Now we can ride off into the sunset! But we have to think about the future....



# Requirements for 2015

- 2TB Flash Cards
- Speeds greater than 120mb
- RAID technology built in



Here's to the future!

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