



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



David Schleifer, Vice President of Strategic Planning, Avid Technology, Inc.

Biography

A 20-year veteran of the broadcast news industry, David Schleifer is Vice President of Strategic Planning for Avid's Video Division. Schleifer's experience in the industry started at an early age filling in as a soundman for NBC crews in the Middle East. After majoring in music and fine arts (film and photography) from Hamilton College, Schleifer went to work at New York's WNYC in various capacities: as a cameraman, editor, producer, etc. Over the years, he worked as a desk assistant at NBC News ripping scripts for Tom Brokaw, and wire copy at ABC Radio, along with a short stint writing the news for Charles McCord of the Don Imus show. In 1988, Schleifer began working for BASYS, just as the newsroom computer system's business was becoming established as the cornerstone technology for news productions. Having worked on early prototypes for nonlinear editing systems, resource management systems and other related products, Schleifer brought a wealth of experiences and first-hand

understanding of the "inner workings" of news production to Avid Technology when it acquired BASYS.

Before stepping into his current role, Schleifer served as vice president of Broadcast and Workgroups at Avid, where he oversaw product development and product management functions for a broad range of Avid systems, including the revolutionary Avid Unity for News and the industry-standard Avid NewsCutter. He also led the team responsible for bringing one of Avid's most recent innovations to market – Avid Interplay, the world's first nonlinear workflow engine.

David is a member of the board of directors for NLT, Non Linear Technology, has authored several articles for technical publications, and spoken at various industry conferences including IBC, DTV, SMPTE and others.

Talk to be given at the Storage VisionsTM 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007