



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Keynote Speaker

Jerry Pierce, Senior Vice President, Technology, Universal Studios

Title

A Studio View of Storage: In Home, On Disk, In Vault or YouTube

Abstract

A major driving force for the use of high capacity storage is the use of audio/video content. A single movie in production can use greater than 200TBytes. A final delivered movie in uncompressed form is 4-10Tbytes. High Definition in the home can be 30-50Gbytes per movie. And a network delivered movie is around 1.5Gbytes. This keynote will discuss the implications of storage from production to the home. How will studios archive their data? How will consumers store their downloaded movies? What are the implications of YouTube for home storage

Biography

Jerry Pierce is Senior Vice President, Technology, Universal Pictures.

Jerry joined Universal in 1995 and established the New Technology Department for Universal Pictures in 2000. He was responsible for the technical launch of DVD for Universal and is currently responsible for Digital Cinema activities for Universal.

He was chairman of the SMPTE Digital Cinema Mastering group, a member of the Studio's Digital Cinema Consortium- DCI, is an associate member of the American Society of Cinematographers, as well as member of the Board of USC's Entertainment Technology Center.

Prior to his current position, Jerry established the joint project with Universal and Panasonic for DVD disc authoring and High Definition Telecine Transfers.

Jerry was part of Stanford Research Institute's team for over 13 years. Jerry holds a MSEE degree from Stanford University and an BSEE from UC Berkeley. He has been issued over 15 patents on optical cards, hybrid optical/magnetic memories, and scanner systems.