



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**Mark Ostlund, Director, Rich Media Storage, Quantum Corporation**

## **Title**

New data tape storage solutions enhance MXF file-based workflows

## **Abstract**

The professional video industry is facing a mass transition from traditional video tape-based storage, manipulation and output workflow to an increasingly digital workflow where video exists as files and it makes less sense to convert video files back for archiving on video tape. Long-term storage, media accessibility and preserving content into an evolving future are all driving the need for file-based video archiving.

Tape is still the most cost effective archive medium, but a new class of MXF aware storage devices is emerging that fit into this new digital workflow. As an enabling technology for interoperability in a file-based workflow, MXF has enabled application-independent storage and retrieval for both short (back-up) and long-term (archive) needs. Based on mainstream IT platforms and technologies, these devices deliver faster than real-time, reliable transfers and mass market economies of scale.

By coupling GBE, TCP/IP and FTP with MXF, it is now possible to have the same level of interoperability with IT technology that has previously only been possible with video on SDI. This allows professional video environments to move to completely file-based operations with full retention of metadata.

## **Biography**

*Talk to be given at the Storage Visions<sup>TM</sup> 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6<sup>th</sup> and 7<sup>th</sup> 2007*



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Mark is Director of Rich Media Storage at Quantum Corp., where he runs their new professional video storage business. Previously, he headed Video Storage Consultants, a consulting company focused on professional video storage and MXF workflows.

He started his career as a partner in a computer VAR before joining Philips, where he was R&D Manager and then Director of Video Server Products. He joined Hewlett Packard in 1996 where he was responsible for strategic planning for their video communications division and the Mediastream product line. While at HP, he was a founder of the Pro-MPEG forum and chaired the MXF working group for the first two years.

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