



STORAGE VISIONS[®] 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Jim Taylor, SVP & Chief Technologist, Sonic

TITLE

Demystifying and demythifying discs to downloads.

ABSTRACT

A huge amount of attention is being paid to digital delivery of music and video: electronic sell-through, video on demand, and streaming. Prognostications are all over the map, some predicting the imminent death of all physical media, others predicting that DVDs, BDs, and even CDs will be around for decades to come. What's the true pace of transition from physical to electronic content delivery? Will DECE succeed? What are the implications for optical storage and flash memory as fulfillment media? What do new requirements for electronic content storage at the back end and on consumer devices mean for flash memory and hard drives?

BIOGRAPHY

Jim Taylor is SVP and Chief Technologist at Sonic Solutions, the leader in digital media software. He is the author of DVD Demystified and Blu-ray Disc Demystified, the best-selling book series published by McGraw-Hill. Called a minor tech legend by E! Online, Jim created the acclaimed Internet DVD FAQ, writes articles about DVD, and serves as Chairman of the DVD Association. Jim was named one of the ten 2007 Content Agenda Setters, one of the 21 most influential DVD executives by DVD Report, one of the Pioneers of DVD by One to One magazine, and received the 2000 DVD Pro Discus Award for Outstanding Contribution to the Industry. Jim has worked with interactive media for over 30 years, developing computer software, laserdiscs, CD-ROMs, Web sites, DVDs, and BDs, along with teaching workshops, seminars, and university courses. He is very involved in DECE, the cross-industry group working on the electronic delivery equivalent to DVD and BD. Before joining Sonic in 2001, Jim was DVD Evangelist at Microsoft.