



# STORAGE VISIONS® 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Rick Dean, Vice President, Strategic Development, THX**

**TITLE: Advanced Media Issues and Challenges**

## **ABSTRACT**

Today's entertainment experience is as diverse as the devices used to enjoy them. On the far end of spectrum, Blu-ray players deliver pristine images that pull you into the storyline with high impact surround sound. By contrast, the Web, PCs and handheld devices offer an experience based on ease-of-use and convenience. This talk addresses the challenges facing the storage industry for delivering high bandwidth content in a form that meets the growing demands and expectations of consumers in the home and on the go. Mr. Dean will examine the emerging 3D formats, audio and streaming technologies, and discuss how technologies can be leveraged to improve how content is produced, distributed and experienced by the consumer.

## **BIOGRAPHY**

With more than 20 years of experience in the motion picture industry, Dean guides the strategic development of new technologies and THX certification programs. Over the years, Dean has worked on numerous groundbreaking entertainment projects, including the DVD and D-cinema releases of Star Wars Episodes I, II and III. He served as technical director for the post-production of the Star Wars Trilogy DVDs, a project that has set a new standard for sound and picture excellence in the DVD format. Dean transformed the THX mastering program from Laser Disc to standard definition DVD, D-cinema and Blu-ray disc formats. More recently, Dean spearheaded the development of THX Media Director, a technology that aims to simplify home theater setup and operation, and maximize the use of AV product features. Prior to joining THX, Dean was vice president of engineering at Deluxe Labs, Video Division. During his tenure at Deluxe Labs, he oversaw and performed mastering operations for Twentieth Century Fox.