Chris May, M&E Business Development Specialist, Spectra Logic

TITLE

Is Middleware Relevant in Today's Digital Media Workflows?

ABSTRACT

Historically, media and entertainment archives have relied upon ‰Ûïtraditional‰Û interfaces, file structures and middleware (hierarchical storage managers). With the advent of modern storage technologies, traditional archive models are now questionable for long-term storage as they have left end users strapped with complex, high cost, and proprietary archives. Has middleware become irrelevant? As such, organizations are seeking to employ a modern storage platform capable of meeting the demands of today‰Ûªs media workflows - from ingest to archive. Object based storage has emerged as a way to build storage systems that can scale to billions of objects with vast archiving capacities, while maintaining minimal latencies for content access. Technology advancements have enabled users to archive assets on, scalable, intelligently managed tiers of storage including disk, tape (LTFS open standard) and public cloud, assuring content‰Ûªs integrity. Archiving content to multiple tiers of storage allows users to make smart decisions between speed of access, workflow, and overall cost ‰ÛÒ while meeting business objectives. Directly integrated within the user‰Ûªs media asset management applications, the modern storage platform eliminates application level dependencies and all of its associated burdens. This streamlined advancement creates an application agnostic workflow, fully independent of proprietary middleware, making assets readily available to the application and providing significant cost savings over the traditional archive model.

BIOGRAPHY

Chris May, media and entertainment expert, is highly regarded with more than 18 years of network broadcast experience on both the client and vendor side. Chris has undertaken the successful building, management, deployment, and selling of complex digital media solutions for national networks and digital media companies. These complex solutions included playout to air, workflow automation, ingest, curation, logging, edit, archiving, metadata schema and distribution of media assets to networks, digital platforms and mobile devices. Chris currently serves on the Media and Entertainment Development Team at Spectra Logic Corporation, where he oversees business development for all of North America.