



George Krieger, TME, Sphericam Inc.

TITLE

ABSTRACT

The Future of Reality storage. The future is full of mixed realities..... how much storage will that take? Well the reality of it might be bigger than you think.

BIOGRAPHY

BIOGRAPHY George Krieger: I am a Photographer, Videographer & Aerial Imaging Educator, that is, when I am not being the Technical Marketing Engineer for Sphericam, a 360VR camera manufacturer. The life I live now, started 11 years ago with a head-on collision between my van and 150K lb construction crane. I was only given a 9% chance of surviving by Stanford Hospital. After 2 years of recovering at home in a hospital bed, I managed to get a job working for a racetrack near my house. While Technical and IT Manager for Mazda Raceway Laguna Seca. I began attaching GoPro cameras to race cars and creating videos promoting the raceway. I convinced Google to do a Street View of the track, their first raceway on Street View. I also migrated the entire raceway business to cloud computing over 7 years ago, when it was a new technology. But my interest had turned to cameras, and I spent more and more time shooting at the track. When my father bought a new camera I got his Nikon D100 and began photographing autos. I progressed to more capable equipment and expanded my outlook beyond autos. Several years ago I became interested in aerial photography and took photographs of Burning Man from an aircraft. I was amongst the first to get a small drone and camera and began working with companies advancing the field such as DJI and DroneDeploy. I have won contests for my aerial photographs and had my work used by newspapers, TV broadcasters, Epson, etc. I teach for aerial photography for The Arcanum. I have also been doing mapping of the California coast for the Nature Conservatory. Aerial imagery is only one aspect of my creativity. I call my work Passion Therapy because I use my work as physical therapy. My "Passion Therapy" has given me the ability to walk without a brace. My doctors said that would never happen. I can also run and jump 11 years after my head on collision. My background is broadcasting, live event production and IT, but photography and cinematography are now my main work and passion. I have been flying unmanned systems as a tripod for my camera for a while now. It is a natural progression of technology and imagery. Currently I am continuing by working in 360VR and spherical imagery. I have consulted for companies helping advance photographic capabilities, including aerial cameras and cameras for Virtual Reality (VR). I now work for Sphericam. Sphericam is a 360VR camera manufacturer working on powering the 360 video revolution. On a side note, storage is a familiar topic to me. My dad was the Sr. Director of R&D for Iomega and helped create Zip Jazz and Click back in the day