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**TITLE: Securing Content using Self-Encrypting Storage Devices**

**ABSTRACT**

Self-Encrypting Storage Devices (SEDs) are better than regular digital storage for nearly every digital storage scenario in the Entertainment Industry (recording, inhouse & commercial & consumer distribution, editing system, etc.).

This talk will provide a list of the real advantages. You basically have two choices: SEDs using the Trusted Computing Group Storage (TCG) specification which insures interoperability and no need for proprietary software, or SEDs using proprietary hardware and software.

Nearly 100% of Enterprise Flash storage is industry standard SED already. For mobile storage, including laptop, media distribution, etc., you can buy an SED for almost the same cost as a non-SED. Every major storage device maker in the world makes an SED model of their non-SED drives.

A billion people a day already use SEDs and don't even know it (see [www.drivetrust.com](http://www.drivetrust.com)). Our Drive Trust Alliance, [www.drivetrust.com](http://www.drivetrust.com), has the highest regarded open source for industry standard TCG SEDs.

We will also show a USB attached storage kit that you can inexpensively buy today which allows the same USB Drive to be read or written in MAC, Windows, and Linux environments while always protecting stored digital content cryptographically, using no encryption software or non-transparent proprietary software in any operating system.

**BIOGRAPHY**

Robert Thibadeau is the original inventor of self-encrypting drive (SED) technology while while on the Faculty at Carnegie Mellon University and later Chief Technologist at Seagate Technology. During his tenure at Seagate, he founded the Storage Workgroup in the Trusted Computing Group (TCG), and created the only industry standard for SEDs. This standard is now adopted by all storage device makers whether it be hard disks or solid state disks. In 2015 he formed the Drive Trust Alliance (DTA) as a project in his company Bright Plaza, Inc. The mission of DTA is extend adoption of SEDs through education and products based on DTAs open source code for