

# STORAGE VISIONS® 2018

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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## **TITLE**

### **ABSTRACT**

The adoption of 4K and soon 8K video formats and the transition from Serial Digital Interface (SDI) to IP-based broadcasting drive the need for efficient, higher performance storage networking technologies that can stream more bits per second in real-time.

This is why IT manager should consider using the emerging Ethernet speeds of 25, 50, and 100GbE with advanced offload technologies that accelerate data communication for servers and storage in your new media data centers.

The presentation will include a wide variety of storage architecture that are based on IP technology including NVMe-oF storage solutions that address the high bandwidth requirement derived by the adoption of 4K UHD and 8K UHD video formats and from the demanding new standards, such as the SMPTE 2110-21 specification.

### **BIOGRAPHY**

Motti Beck is Sr. Director Enterprise Market Development at Mellanox Technologies Inc. Before joining Mellanox Motti was a founder of BindKey Technologies an Electronic Design Automation startup that provided deep submicron semiconductors verification solutions and was acquired by DuPont Photomask and Butterfly Communications a pioneering startup provider of Bluetooth solutions that was acquired by Texas Instrument. Prior to that, he was a Business Unit Director at National Semiconductors. Motti hold B.Sc in computer engineering from the Technion - Israel Institute of Technology.