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New Broadcast Distribution Technologies Panel Discussion at NAB/Creative Storage Conference

Broomfield, Colo. – Broadcast distribution undergoes rapid technology change on occasion. What with low-cost SSD, BlueRay, new hard drives, new tape, and new holographic optical hitting the market, change is now. At NAB's Creative Storage conference, Ray Lucchesi, President of Silverton Consulting (http://www.silvertonconsulting.com) will be moderating a panel of experts discussing these new technologies and their potential impact on present day media distribution.

For example, digital cinema is displayed completely in digital form and there is no film at all. In this case, movie studios will no longer need to send out reels of film to theatres but rather digital data will be sent or transmitted to distribute digital cinema movies to the world.

New media kiosks, where customers can select and burn new music and video directly to removable media while they wait is another new application enabled by new distribution technologies. Kiosks like this will provide a Netflix like library to your home town video market with very low inventory costs.

Video capture, edit and production of high definition movies take lots of storage. A five-minute news story might require hours of raw footage. Each minute of raw digital video consumes a GB of storage, so that five-minute story could need 160GB of raw video. Multiply that by a factor of thirty for a typical two and a half hour movie and you need over 5 terabytes of raw video for the finished product. Moving this much data around during editing and production has to be done somehow.

New distribution technologies will enable and help all of these applications become reality soon. Our panel of experts will discuss how in Las Vegas on April 15th.

ABOUT Silverton Consulting, Inc. - Silverton Consulting is a Storage, Strategy & Systems consulting services company, based in the USA offering products and services to the data storage community.

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