

2007 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



1:45 PM Session D. Session on End Users Views on Digital Storage in Content Creation and Distribution

This panel includes analysts and end users of digital storage technology used for all aspects of entertainment content creation and distribution. The panel members will discuss important issues such as latencies, storage capacities, total cost of ownership, format obsolescence, as well as the protection and management of digital assets.

Moderator: Marty Shindler, The Shindler Perspective
Jens Peter Wittenburg, Thomson Corporate Research
Lance Ware, Syncast
Habib Zargarpour, Electronic Arts
Michael Cioni, PlasterCITY Digital Post, LLC
Dr. Joseph Meier, Stargate Films



Marty Shindler, The Shindler Perspective, Inc.

Marty Shindler's experience blends hands on management roles in companies as 20th Century Fox, MGM, Lucasfilm/Industrial Light & Magic and Kodak/Cinesite with professional service work that includes more than 11 years of independent consulting to a wide range of media and technology companies and prior employment in the entertainment practice of Coopers & Lybrand (PriceWaterhouseCoopers).

Marty's association with many high profile companies has caused him to accumulate a vast amount of knowledge and experience in many aspects of entertainment, technology and business practices of a myriad of companies. His rare combination of providing professional services and hands-on executive management makes him uniquely qualified to offer a valuable perspective to his clients. Marty is equally effective in both large corporate settings and in small privately held organizations.

Visit our web site at iShindler.com where there is a sample listing of the types of projects in which we have been involved, the companies with whom we have worked and our credentials. There is also a collection of articles on business and management topics that have been published.



Jens Peter Wittenburg, Domain Director-Storage, Thomson Corporate Research.

Jens Peter Wittenburg holds both a Masters and Doctorate degrees in Electrical Engineering, with a concentration in Computer Engineering from the University of Hannover. Before joining Thomson in 2002, he conducted research on programmable and dedicated solutions for MPEG and other video processing systems at the University of Hannover's Information Technology Lab. During Jens Peter's first years at Thomson's Hannover Corporate Research lab, he worked as a system architect and project manager on storage systems and signal processing related projects (amongst others for the industry award winning Venom FlashPak solid state FilmStream recorder). Jens Peter's current position is the Domain Director for Storage at Thomson Corporate Research business unit. In this role, Jens Peter has the executive responsibility for all storage related projects in Thomson Corporate Research - spanning next generation optical discs to HDD and solid state memory based systems for digital production and post-production.



Lance Ware, CEO, SyncCast

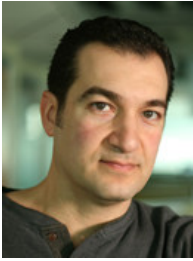
Lance is a successful executive and visionary in the streaming media industry. His company's expertise and consulting have been used to power solutions for such distinguished companies as Microsoft, Billboard, Warner Music Group, The Motion Picture Association of America, Lions Gate Entertainment, NBC Universal, EMI Music Group and many others. In 1995, Mr. Ware founded WareNet, a self funded and profitable infrastructure and development company. In 2000, he co-founded SyncCast, a leader in providing digital media fulfillment services

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including: encoding/transcoding, digital rights management, delivery/distribution and content management services. As a ten-year veteran and U.S. Patent holder for video technologies, Mr. Ware is frequently relied upon to evaluate startup companies for venture capital firms or other private investors. Prior to his involvement in the digital media space Mr. Ware was responsible for architecting secure delivery systems for medical imaging data.



Habib Zargarpour, Visual Effects Supervisor, Senior Art Director, Electronic Arts

Habib Zargarpour has over 12 years of experience in the visual effects industry working on both games and film. Nominated for two Academy Awards in Visual Effects, for his work on *Twister* and *The Perfect Storm* while at ILM, his other projects include the pod race sequence in *Star Wars Episode I*, *Star Trek First Contact*, *Spawn*, and *Signs*.

Zargarpour continues to value the CG industry as the perfect mix of technical and artistic realms at Electronic Arts where he has been a Senior Art Director since 2003. His most recent project, *Need for Speed Most Wanted*, received a Visual Effects Society Award in 2006. Zargarpour graduated with distinction in Industrial Design from the Art Center College of Design in Pasadena in 1992 where he discovered his passion for design in film.



Michael Cioni, Post Production Supervisor, PlasterCITY Digital Post

Michael Cioni, a Chicago native, began his career early by winning four Midwest Regional Emmys from National Academy of Television Arts and Sciences for the PBS program "alt.news 26:46" in 1999 – 2001. After moving to Los Angeles in 2001, Cioni began working with Christopher Coppola at PlasterCITY Productions and helped create the digital intermediate post facility, PlasterCITY Digital Post. As Director of Operations, Cioni has helped re-define non-linear workflows for independent feature films as a Digital Intermediate Supervisor. As a board member of the Hollywood Post Alliance, his direction and dedication to coupling creativity alongside technology have helped make PlasterCITY Digital Post a rising post production industry contributor.



Dr. Joseph Meier, CTO, Stargate Films (no biography available)