

DC|IA

Distributed Computing Industry Association

CLOUD COMPUTING CONFERENCE

Advances in Content Security and Reliability



Inaugural
CLOUD COMPUTING CONFERENCE
Within The NAB Show

April 16, 2012 | 10:30 AM - 6:00 PM | Las Vegas, NV

**THANK YOU FOR
ATTENDING**

DCIA CONTACT INFO

410-476-7965
info@dcia.info

EVENT LOCATION
Las Vegas Convention
Center



**DCIA
HEADQUARTERS**
2838 Cox Neck Road
Suite 200
Chester, MD 21619
USA

**Is your company
interested in becoming a
Member of the DCIA?**

Please contact

**DCIA
Member Services**

info@dcia.info
410-476-7965

**CLOUD COMPUTING
CONFERENCE**

**The Distributed
Computing Industry
Association (DCIA)
cordially welcomes you to
our inaugural CLOUD
COMPUTING CONFERENCE
at NAB.**

**"Don't miss this full-day
conference that will
demonstrate how
software developers are
addressing two major
concerns with respect to
cloud-based solutions for
audio/video delivery –
reliability and security.
Experts will provide a
senior management
overview of how cloud-
based solutions positively
impact each stage of the
content distribution
chain."- NAB**

© 2012 Distributed Computing
Industry Association (DCIA)
All Rights Reserved



**CONFERENCE
SPONSORS**



The DCIA is very grateful to our CLOUD COMPUTING CONFERENCE Sponsors

Aspera's "fasp" transport technology is an emerging standard for the high-speed movement of large files and large collections of files over wide area networks (WANs). Hollywood studios, major broadcasters, telecommunications operators, sports leagues, and Fortune 500 companies rely on Aspera software for the mission-critical transport of their most valuable digital assets. Easy-to-deploy, fully cross-platform, file-type and network-type agnostic, Aspera solutions deliver unprecedented levels of transfer performance to file-based workflows - including maximum speed, security, and bandwidth efficiency - transporting hundreds of terabytes of content each day.

From the most prestigious, award-winning productions, to music and movies made at home, **Avid** creates the technology that people use to make the most listened to, most watched, and most loved media in the world. The shows, commercials, and news programs you watch on TV. The entertaining video and film stories you see on the web and on the big screen. The personal audio and video treasures that people make at home to preserve their favorite moments in life. Avid's innovative digital audio and video solutions continue to revolutionize the art of creative storytelling, and have earned hundreds of awards, including two Oscar statuettes, a Grammy, and fourteen Emmys.

"Take **Chyron!**" has been heard in virtually every television studio around the globe. As the inventor of the character generator and with unrivaled experience gained from the world's largest installed base of CGs and graphics systems, Chyron knows the television workflow. Chyron's expertise, reliability, and the ability to anticipate the ever-expanding requirements of broadcasters have culminated in a continually evolving range of solutions. From a low-cost, single-channel character generator to a fully integrated HD/SD-switchable system with advanced playout features providing precision creation, management, central storage, and networking, Chyron will deliver the system tailored for the success of any graphics operation.

Front Porch Digital (FPD) is the global leader in content storage management (CSM) solutions and is now the global leader in the migration and preservation of videotape to digital files as well. FPD provides an end-to-end solution for cost-effectively digitizing, accessing, and preserving media past, present, and future. FPD now can accelerate migration of vulnerable videotape - on an unprecedented, global scale - to secure digital storage. The company was the first to introduce dynamic allocation of resources, timecode-based partial restore, integrated transcoding in the archive workflow, and application filtering. It is also the first company to introduce a fully automated solution for the digital migration of video tape.

Rackspace Hosting is the service leader in cloud computing, and a founder of OpenStack, an open source cloud operating system. Rackspace delivers enterprise-level hosting services to businesses of all sizes and kinds around the world. The company got started in 1998 and since then has grown to serve more than 172,000 customers. Rackspace integrates the industry's best technologies for each customer's specific need and delivers them as a service via the company's commitment to Fanatical Support. The company's core products include Managed Hosting, Cloud Hosting and Email & Apps. There are currently over 4,000 Rackers around the world serving its customers.

CLOUD COMPUTING CONFERENCE

DCIA Program Agenda

Date: Monday, April 16, 2012

Location: Las Vegas Convention Center N232

10:30AM - 10:50AM

KEYNOTE: The Latest Trends in Cloud Computing Solutions for the Audio/Video Ecosystem

How are innovative cloud-based technology developers impacting A/V content creation and distribution with a host of new strategies, products, and services?

Bill Kallman, CEO, **Scayl**

10:50AM - 11:40AM

PANEL: Advanced Capabilities, New Features, Cost Advantages of Cloud Computing Solutions

What are the very latest ways that cloud computing is being applied throughout the creation and distribution chain for television and radio programming, motion pictures, corporate A/V production, and user-generated content (UGC)?

Panelists:

Mike Alexenko, Sr. Dir. Mkt. Dev., Cloud & Mobility, **G-Technology**

Scott Campbell, Principal, Media, Entertainment, and Telecoms, **SAP**

David Frerichs, Strategic Consultant, **Pioneer Corporation**

David Hassoun, Founder, **RealEyes Media**

AJ McGowan, CTO, **Unicorn Media**

Samir Mittal, CTO, **Rimage**

Michelle Munson, CEO, President, and Co-founder, **Aspera**

Robert Stevenson, EVP, Interactive Entertainment, **Gaikai**

Moderator:
Marty Lafferty, CEO, Distributed Computing Industry Association

11:40AM - 12:00PM

KEYNOTE: The Key Pitfalls Associated with Cloud Computing in High-Value Content Implementations

How are safety and predictability considerations as well as related liability factors affecting cloud adoption for A/V by content creators, rights-holders, and distributors?

Jim Burger, Member, Dow Lohnes

12:00PM - 12:50PM

PANEL: Privacy Issues, Reliability Questions, Security Concerns in the Cloud Computing Space

What are the different but inter-related hurdles to overcome for consumers, content companies, software providers, broadband network operators, and related cloud services vendors in migrating to the cloud, and what steps is the distributed computing industry taking to address these problems?

Panelists:

Dave Asprey, VP, Cloud Security, Trend Micro

Tom Mulally, Consultant, Numagic Consulting

Graham Oakes, Chairman, Digital Watermarking Alliance (DWA)

Rajan Samtani, SVP, Sales & Marketing, Peer Media Technologies

Dan Schnapp, Partner, Hughes, Hubbard & Reed

Yangbin Wang, CEO, Vobile

Marvin Wheeler, Chairman, Open Data Center Alliance (ODCA)

Vic Winkler, Author, "Securing the Cloud"

Moderator:

Marty Lafferty, CEO, Distributed Computing Industry Association

12:50PM – 1:10PM

KEYNOTE: Various Ways that Cloud Computing Is Being Applied to the Content Creation Process – from Pre- to Post-Production

How are Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), and even Infrastructure-as-a-Service (IaaS) solutions strategically being brought to bear to improve key aspects of file-based workflow for A/V content?

Mark Davis, CEO, **Scenios**

1:10PM – 2:00PM

PANEL: Audio/Video Pre-Production, Production, Post-Production Clouds

What are leading examples and key case studies of ways that cloud-computing solutions are accelerating processes, improving quality, and/or reducing costs of such functions as collaboration, editing, animation, applying metadata, formatting, and transcoding?

Panelists:

Tony Cahill, Chief Engineer, **CET Universe**

Guillermo Chialvo, Gerente de Tecnología, **Radio Mitre**

Gerald Hensley, VP, Worldwide Entertainment Sales, **Rovi Corporation**

Chris Kantrowitz, CEO, **Gobbler**

Ajay Malhotra, EVP, North America, **Prime Focus Technologies**

Todd Martin, SVP, Strategic Solutions Group, **Chyron**

Kirk Punches, VP, Business Development, **Sorenson Media**

Jostein Svendsen, CEO, **WeVideo**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

2:00PM - 2:20PM

KEYNOTE: Alternative Approaches for Implementing Cloud Storage of Content Catalogs and Libraries and Leveraging Cloud-Based Distribution

How is this most publicized area in the implementation of cloud computing for A/V – storage and delivery – progressing? What are the technology policy/rights considerations and economics behind such concepts as "cloud media lockers" and the newest peer-assisted hybrid solutions in "quantum computing?"

Jonathan King, SVP, Joyent

2:20PM - 3:10PM

PANEL: Cloud Media Storage & Delivery

What are leading examples and key case studies of ways that cloud-computing solutions are accelerating processes, improving quality, and/or reducing costs of such functions as managing fungible inventories of high-value A/V content, including at the edge of the Internet, and delivering it to listeners and viewers?

Panelists:

Bang Chang, VP, Server and Storage, **SeaChange International**

Stephen Condon, VP, Global Marketing Comm., **Limelight Networks**

Thomas Coughlin, President, **Coughlin Associates**

Gianluca Ferremi, VP Sales & Marketing, **Motive Television**

Corey Halverson, Product Director, Media Business Solutions, **Akamai**

Kshitij Kumar, SVP, Mobile Video, **Concurrent**

Kyle Okamoto, Sr. Mgr., Product & Portfolio Mgt., **Verizon Digital Media Services**

Mark Taylor, VP, Media and IP Services, **Level 3**

Moderator:

Brian Campanotti, CTO, **Front Porch Digital**

3:10PM - 3:30PM

KEYNOTE: New Levels of Media Performance Data Enabled by Cloud Computing -- and Impact on Other Sectors

How will marketers, sponsors, and advertisers respond to the ability to access "dashboards" that provide anonymized listener and viewer behavior in an unprecedented level of detail in real-time? How will this affect programming, scheduling, and sell-through services, as well as related industries?

Scott Brown, GM & SVP Strategic Partnerships, **Octoshape**

3:30PM - 4:20PM

PANEL: Cloud Measurement, Analytics, Implications

What are leading examples and key case studies of ways that cloud-computing solutions are accelerating processes, improving quality, and/or reducing costs of such functions as aggregating demographic and psychographic data, audience flow trends, and additional behavior information? What are the implications of cloud computing deployments in the A/V ecosystem on the consumer electronics (CE) and telecommunications industries?

Panelists:

Sean Barger, CEO , **Equilibrium/EQNetwork**

Steve Hawley, Principal Analyst & Consultant, **TVStrategies**

Jonathan Hurd, Director, **Altman Vilandrie & Co.**

Monica Ricci, Dir. of Product Marketing, **CSG International**

John Schiela, President, **Phoenix Marketing International (PMI)**

Nick Strauss, Director of Sales, **Verizon Digital Media Services**

Mike West, CTO, **GenosTV**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

4:20PM - 4:40PM

KEYNOTE: Navigating the Current Cloud Environment and Planning for What's Next

What are the proven opportunities for broadcasters and A/V distributors to adapt cloud computing technology now and what changes and new service offerings are imminent?

Jean-Luc Chatelain, EVP, Strategy & Technology, **DataDirect Networks**

4:40PM – 5:30PM

PANEL: Years Ahead for Cloud Computing

What do the most credible forecasts and projections indicate about the ways that cloud-computing solutions will continue to impact the A/V ecosystem over the long term, and what will this mean for the underlying businesses that are based on content production and distribution?

Panelists:

Saul Berman, Lead Partner, **IBM Global Business Services**

Ian Donahue, President, **RedThorne Media**

Chris Haddad, VP, Technology Evangelism, **WSO2**

Wayne Josel, Counsel, Media & Ent., **Hughes, Hubbard & Reed**

Steve Mannel, Sr. Dir., Media & Comm., **Salesforce.com**

James Mitchell, CEO & Founder, **Strategic Blue**

David Sterling, Partner, **i3m3 Solutions**

Chuck Stormon, CEO, **Attend**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

5:30PM - 5:50PM

KEYNOTE: Disruptive Effects of Cloud Computing Will Continue

How will cloud computing technology continue to disrupt the A/V ecosystem, and where and when will we see the most profound changes to current business models and operations?

James Hughes, VP & Cloud Storage Architect, **Huawei**

Program Speakers

Mike Alexenko, Sr. Dir. Mkt. Dev., Cloud & Mobility, **G-Technology**

Dave Asprey, VP, Cloud Security, **Trend Micro**

Sean Barger, CEO, **Equilibrium/EQNetwork**

Saul Berman, Lead Partner, **IBM Global Business Services**

Scott Brown, GM & SVP Strategic Partnerships, **Octoshape**

Jim Burger, Member, **Dow Lohnes**

Tony Cahill, Chief Engineer, **CET Universe**

Brian Campanotti, CTO, **Front Porch Digital**

Scott Campbell, Principal, Media, Entertainment, and Telecoms, **SAP**

Bang Chang, VP, Server and Storage, **SeaChange International**

Jean-Luc Chatelain, EVP, Strategy & Technology, **DataDirect Networks**

Guillermo Chialvo, Gerente de Tecnología, **Radio Mitre**

Stephen Condon, VP, Global Marketing Comm., **Limelight Networks**

Thomas Coughlin, President, **Coughlin Associates**

Mark Davis, CEO, **Scenios**

Ian Donahue, President, **RedThorne Media**

Gianluca Ferremi, VP Sales & Marketing, **Motive Television**

David Frerichs, Strategic Consultant, **Pioneer Corporation**

Chris Haddad, VP, Technology Evangelism, **WSO2**

Corey Halverson, Product Director, Media Business Solutions, **Akamai**

David Hassoun, Founder, **RealEyes Media**

Steve Hawley, Principal Analyst & Consultant, **TVStrategies**

Gerald Hensley, VP, Worldwide Entertainment Sales, **Rovi Corporation**

James Hughes, VP & Cloud Storage Architect, **Huawei**
Jonathan Hurd, Director, **Altman Vilandrie & Co.**
Wayne Josel, Counsel, Media & Ent., **Hughes, Hubbard & Reed**
Bill Kallman, CEO, **Scayl**
Chris Kantrowitz, CEO, **Gobbler**
Jonathan King, SVP, **Joyent**
Kshitij Kumar, SVP, Mobile Video, **Concurrent**
Marty Lafferty, CEO, **Distributed Computing Industry Association**
Ajay Malhotra, EVP, North America, **Prime Focus Technologies**
Steve Mannel, Sr. Dir., Media & Comm., **Salesforce.com**
Adam Marcus, Technology Advisor, **Distributed Computing Industry Association**
Todd Martin, SVP, Strategic Solutions Group, **Chyron**
AJ McGowan, CTO, **Unicorn Media**
James Mitchell, CEO & Founder, **Strategic Blue**
Samir Mittal, CTO, **Rimage**
Tom Mulally, Consultant, **Numagic Consulting**
Michelle Munson, CEO, President, and Co-founder, **Aspera**
Graham Oakes, Chairman, **Digital Watermarking Alliance (DWA)**
Kyle Okamoto, Sr. Mgr., Product & Portfolio Mgt., **Verizon Digital Media Services**
Kirk Panches, VP, Business Development, **Sorenson Media**
Monica Ricci, Dir. of Product Marketing, **CSG International**
Rajan Samtani, SVP, Sales & Marketing, **Peer Media Technologies**
John Schiela, President, **Phoenix Marketing International (PMI)**
Dan Schnapp, Partner, **Hughes, Hubbard & Reed**
David Sterling, Partner, **i3m3 Solutions**
Robert Stevenson, EVP, Interactive Entertainment, **Gaikai**
Chuck Stormon, CEO, **Attend**
Nick Strauss, Director of Sales, **Verizon Digital Media Services**
Jostein Svendsen, CEO, **WeVideo**
Mark Taylor, VP, Media and IP Services, **Level 3**
Yangbin Wang, CEO, **Vobile**
Mike West, CTO, **GenosTV**
Marvin Wheeler, Chairman, **Open Data Center Alliance (ODCA)**
Vic Winkler, Author, **"Securing the Cloud"**

CLOUD COMPUTING CONFERENCE

Keynote Speakers



Bill Kallman is President & CEO of Scayl, which he co-founded, and serves on the Board of Directors.

He is responsible for setting the overall direction, product and business strategy for the company.

See a demo at www.youtube.com/watch?v=Qns8WAPjKo8.

Bill brings over twenty years experience in entrepreneurial ventures as founder/entrepreneur, executive, board member, and venture investor.

Prior to co-founding Scayl, Bill was active in early-stage venture capital as co-founding partner of Timberline Ventures.

He participated in building the global Draper DFJ venture network as one of the earliest affiliates.

Notable investments and board experience include: Varolii, a top 100 Washington State employer; Streamcast Networks maker of Morpheus software; Sabrix (acquired by Thomson Reuters 12/09); and Moving.



Jim Burger is a Member of Dow Lohnes specializing in the representation of technology companies on intellectual property (IP), communications, and government policy matters.

Jim joined the firm's Media, Information and Technologies Group in January, 1997. Before Dow Lohnes, Jim was a Senior Director in Apple Computer's Law Department.

Jim has worked extensively on legal and policy issues arising from the confluence of digital technology, communications, IP protection and government regulation, particularly as affecting digital content, DTV, wireless data, and the Internet.

He currently serves as the Co-Chair of FCBA's Intellectual Property Committee. Jim was named in the 2007 and 2008 Washington Post, The Best Lawyers in America in the specialty of Technology Law.

Jim speaks frequently on the confluence of IP law, technology, and content. Jim received his Bachelors (with Honors) and Masters Degrees from New York University and his Law (cum laude) degrees from New York University School of Law, where he served as an editor of the NYU Law Journal.

CLLOUD COMPUTING CONFERENCE

Keynote Speakers



Mark Davis is CEO of Scenios.com, the critically acclaimed production management platform that's based entirely in the cloud.

Mark is a William Morris Agency alumnus, having spent several years there in the music department. While at the agency, he worked closely with bands including Nirvana, Pearl Jam, The Eagles and the original Lollapalooza tour.

Mark then moved on to The Agency Group, where he worked with a number of bands including Pink Floyd. He then went on to found venture-capital backed Fresh Baked Studios in the late 90s, which was credited as the first company ever to transmit live streaming video from remote locations, via satellite.

More recently, Mark was a founding EVP and board member of BT Digital Media, a consortium between London-based BT Group and private equity firm Quadrangle Group. He writes and speaks frequently about using new cloud-based technologies for film and television production, and is the contributing author of *Internet Age Broadcaster* (published by NAB Books).

He has an MBA in Finance from City University of New York.



Jonathan King is Senior Vice President of Business Development at Joyent. In this role Jonathan leads teams responsible for service provider sales and hardware, software, and system integration alliances.

Before Joyent, Jonathan was a Client Partner Director with Verizon Business Global Solutions and before that, led Alliance Development for Totality, a company acquired by Verizon.

Jonathan holds a JD from Loyola University Chicago School of Law and is pursuing an LLM in Intellectual Property Law from Washington University.

CLOUD COMPUTING CONFERENCE

Keynote Speakers



Scott Brown is GM US, VP of Strategic Technology Partnerships at Octoshape. Scott joined Octoshape in January of 2009. Prior to this, Scott ran Content Delivery Services and Media Technology Strategy for Turner Broadcasting.

Scott spent 11 years at Turner Broadcasting and AOL focused on media infrastructure development, and high scale media delivery on the Internet.

He holds several streaming media technology patents, and has architected streaming solutions for the largest events on the Internet to date including the coverage of the 2009 Presidential Inauguration with 1.34 MM simultaneous users.



Jean-Luc Chatelain is EVP, Strategy & Technology, DataDirect Networks (DDN). He joined DDN in February 2011 with several decades of experience as a technology industry leader.

Most recently, Jean-Luc was a distinguished Hewlett-Packard Fellow responsible for successfully leading HP's Information Optimization strategy, steering the entry of HP into the ILM space.

He also founded Persist Technologies, a leader in reference information storage software which was acquired by HP.

Prior to that, Jean-Luc co-invented the SmartCell, the world's first application-centric enterprise storage technology, and created a breakthrough medical imaging workflow technology for Cemax-Icon, which experienced significant growth as a result of this innovation before being acquired by Imation/Eastman Kodak.

CLLOUD COMPUTING CONFERENCE Keynote Speakers



James Hughes is VP & Cloud Storage Architect at Huawei. He serves as the chief architect of Huawei Technologies' cloud storage products.

Formerly with Sun Microsystems where he was a Sun Fellow, VP and Solaris Chief Technologist, James is a recognized expert in the area of storage, storage networking, and information security.

Before Sun, James worked at StorageTek, Network Systems, and Control Data Corp.

He has over 35 years experience in OS, storage, networking, information security, and cryptography and is the holder of 27 patents with many more pending.

A promotional poster for the Cloud Computing West 2012 conference. The background is a night view of Santa Monica Harbor with a Ferris wheel and roller coaster. The text 'MARK YOUR CALENDAR!' is at the top. Below it, the logos for CCA (Cloud Computing Association) and DCIA (Distributed Computing Industry Association) are shown, along with the text 'proudly present:'. The main title 'CLOUD COMPUTING WEST 2012' is in large white and blue letters. Below the title, it says 'Revolutionizing Entertainment Delivery, Network Infrastructure & Investing in the Cloud'. At the bottom, a light blue box contains the dates 'November 14-15, 2012' and the location 'Santa Monica, CA'. There are also some faint technical terms like 'CPU', 'RAM', 'SSD' in the bottom right corner.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Mike Alexenko is Senior Director of Market Development, Cloud & Mobility, at G-Technology. In this role, he plays an instrumental role identifying and exploring new opportunities for storage in consumer, mobile, enterprise and cloud markets. His analytical approach and industry knowledge provides Hitachi GST (HGST) with a cross-business, cross-functional view of new applications, system architectures and trends to align business strategies and company positioning in the evolving public, private and personal cloud ecosystems. Prior to his role at HGST, Mike lead a team of senior staff at Seagate, who were responsible for identifying opportunities and implementing solutions to expand their business in traditional and non-traditional market segments, resulting in new product categories.



Dave Asprey is VP, Cloud Security at Trend Micro. He brings more than 15 years experience to his position. In this role, Dave helps to shape the company's cloud strategy, focusing specifically on expanding a Cloud Security Alliance partner ecosystem; participating in cloud security organizations; and cultivating Trend Micro partnerships with cloud security vendors. Prior to joining Trend Micro, he was an Entrepreneur in Residence at Trinity Ventures, focused on early stage investment opportunities with companies in the cloud and virtualization markets. Previously, Dave served as Vice President of Technology and Business and Corporate Development at Blue Coat Systems. He also served as Vice President of Marketing and Technology Strategy at UK-based virtual appliance company Zeus Technology.



Sean Barger is CEO of Equilibrium / EQ Network. With over 17 years of management, engineering, and production experience in the software industry, Sean is the visionary behind the company's next-generation Automated Media Processing Solutions (AMPS) including the DeBabelizer and MediaRich product lines for the desktop, workgroup and enterprise markets. Sean has driven Equilibrium's recruitment of Google, Saturday Night Live, and OpenTV to the advisory board and has designed EQ Network, a completed end-to-end system for powering next generation advertising and media delivery models with an innovative Ad-per-View hosted and installable model. Prior to founding Equilibrium, Sean was responsible for the turnaround of a \$120 million Pan-European software distribution company, and has produced over 55 entertainment software titles including the legendary "Tetris" game.



Saul Berman, PhD, is Partner & VP, IBM Global Business Services. In this role, he works closely with major corporations around the globe on strategic business issues. Saul leads a worldwide team of IBM consultants focused on delivering business value through business, technology, and operations strategy engagements as well as organizational change initiatives. Prior to this role, he was the Lead Strategy Partner for the Media and Entertainment Practice as well as a Global Strategy & Change Services Leader at IBM GBS. Before joining IBM, Saul was the Global Strategic Change Leader at PwC Consulting. He was also with The Boston Consulting Group, a Divisional Vice President with Broadway Department Stores, and an Assistant Professor of Management at the University of Southern California. He has more than 25 years of consulting experience advising senior management of large and small organizations.

CLLOUD COMPUTING CONFERENCE

Panelists and Moderators



Tony Cahill is the Chief Engineer at CET Universe, a leading provider of services, systems, and products for professional audio and video production. He manages a team of experienced technology specialists that provide design, installation, sales, and service support for integrated workflow solutions within the post-production and broadcast industries. He oversees solutions delivery for HD/2K/4K workflows; telecine; facility build-outs, and network-based solutions for the company's expanding line of shared storage solutions. Tony also manages a team that provides support for CET Universe's line of Apple products. Prior to joining CET Universe, Tony was a regional business development manager with Intermec Technologies Corporation. He holds a BS degree from Marquette University.



Brian Campanotti is CTO at Front Porch Digital. In this role, he is leading industry advancement in global content storage management (CSM), media asset management (MAM), migration, and preservation solutions. Brian has made innovations in the area of cloud-based solutions for handling "big data" targeted at content owners and media companies, and was one of the primary inventors of the Archive eXchange Format (AXF). As such, he continues his work as a founding member of the SMPTE AXF committee. Brian and his team have won Emmy Awards for their work in videotape collection preservation technologies and for innovation in serial digital video technology. He started his career at the Canadian Broadcasting Corporation (CBC) and is an electrical engineering graduate from the University of Toronto.



Scott Campbell is SAP's Industry Principal for Media and Telecom, focusing on driving Innovation with SAP's solutions across North America.

He brings over 25 years of operational and business leadership experience to SAP's Industry Solutions practice, serving both new and traditional media. Consistently recognized as a direct contributor, strategic thinker, and top performer, Scott has been committed to driving growth by ensuring an exceptional customer experience, extending the company ecosystem and contributing to world-class execution. He has a unique perspective based on his extensive background in applying software solutions to complex real world problems with emerging and broadcast media solutions.



Bang Chang is the Vice President of Server and Storage Products at SeaChange International, where he has brought many products to market since 2006, including the industry's first flash memory server for content delivery as well as asset and workflow management software.

Prior to joining SeaChange, Bang worked as the product line manager on cloud computing and virtualization initiatives and acquisitions at EMC.

Bang has an MBA from Duke University and an MS in Computer Engineering from North Carolina State University.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Guillermo Chialvo is Gerente de Tecnologia at Radio Mitre. He is a South American media technology specialist. The digital area of the company has as its main brand cienradios.com. The platform is designed and supervised constantly by Guillermo, who emphasizes the importance of understanding the new music generation and distribution process.

Cienradios.com is a multimedia platform that offers online radio programming that brings each user the experience of listening, enjoying, and choosing their favorite entertainment within a specific genre. This project revolutionized the digital market and has been recognized with several awards. Guillermo's academic accomplishments include attending Nacional University of Córdoba and the Technology Institute of Buenos Aires (ITBA).



Stephen Condon is VP, Global Marketing Communications, at Limelight Networks. He brings more than 25 years of marketing experience from the technology, advertising, and entertainment industries.

His primary role as Vice President of Global Marcom is to establish a leadership position for Limelight in the cloud-based services market and drive lead generation for the business units.

His responsibilities include strategic marketing, marketing communications, lead generation activities, and packaging solutions for the Media and Entertainment and Enterprise marketplaces.



Tom Coughlin is President of Coughlin Associates. He is a widely respected storage analyst and consultant.

Tom has over 30 years in the data storage industry with multiple engineering and management positions at high profile companies. He has many publications and six patents to his credit. Tom is also the author of Digital Storage in Consumer Electronics: The Essential Guide, which was published by Newnes Press. Coughlin Associates provides market and technology analysis (including reports on several digital storage technologies and applications and a newsletter) as well as Data Storage Technical Consulting services.



Ian Donahue is the Co-Founder of RedThorne Communications, a media exhibition technology and service company. Ian also advises for investment groups on emerging technologies and the Internet video industry. In addition, he consults on IP development, business strategy, and cross-platform distribution and marketing for entrepreneurs, filmmakers, and producers. He writes for the new media economics blog www.practicalnewmedia.com. Previously, Ian worked for a production company at Paramount Pictures developing properties across multiple media platforms, for a boutique talent agency, and in theatrical exhibition. Ian also has experience in product research at a VC-financed consumer electronics company and in upgrading an Enterprise Resource Planning system for a US manufacturer. Ian studied at the USC School of Cinematic Arts and the Entrepreneur School at the Marshall School of Business.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Gianluca Ferremi is Vice President, Sales & Marketing at Motive Television.

After 10 years at Sun Microsystems, four as Head of Video and Media Business Worldwide, Gianluca joined a number of start-ups covering executive roles including CMO, VP Sales and Marketing, CEO/Founder.

Gianluca brings more than a decade of experience in the digital video and media markets with particular focus on broadcast and the Internet.



David Frerichs is a Strategic Consultant to Pioneer Corporation. An expert in mobile services, digital content delivery, and IP licensing, he has industry-wide expertise in developing and implementing cloud services and technologies for consumer electronics companies. He is the primary technical architect for Pioneer's new Zypr cloud-based API for voice-controlled mash-ups of web services for CE devices, automotive telematics, mobile devices, and PCs. Previously, as EVP at SRS Labs, David initiated its expansion from television into mobile. At Coding Technologies, he crafted the company's mobile success in Japan, Korea, and USA. Strong adoption of MPEG-4 HE AAC audio in these markets played its part in the eventual acquisition of Coding Technologies by Dolby Laboratories in 2007 for \$250 million.



Chris Haddad is VP, Technology Evangelism at WSO2. He joined WSO2 in October 2011 and works closely with developers, architects, and C-level executives, as well as WSO2's engineering team to increase WSO2 middleware technology adoption, enhance the Carbon and Stratos platforms, and maximize customer value. Previously, Chris led research teams at Burton Group and Gartner advising Fortune 500 enterprise organizations and technology infrastructure vendors on adoption strategies, architecture, product selection, governance, and organizational alignment. His team advanced best practices in PaaS, cloud application architecture patterns, SOA, and middleware. Prior to these roles, Chris focused on creating infrastructure frameworks, establishing repeatable development methodologies, contributing to open source frameworks, and delivering SaaS and Internet applications.



Corey Halverson is the Product Director of Media Business Solutions at Akamai. In this role, he leads the team focused on TV Everywhere, UltraViolet, and Analytics. Corey is a frequent speaker on the use of analytics to inform and shape digital media's relationship with viewers, and most recently on the role of quality in this relationship. Corey was part of the team that developed the QoS Monitor product at Akamai and focused especially on the methods to interpret quality impact on viewer behavior. Corey also is responsible for Akamai's media product efforts in working with advertising technologies. Prior to Akamai, Corey worked at various online video platform companies and was the lead inventor of a patent on how to visualize the impact of ads and interactive elements on viewer behavior during video playback.

CLLOUD COMPUTING CONFERENCE

Panelists and Moderators



David Hassoun is the founder of RealEyes Media. RealEyes is a digital media firm based in Colorado that focuses on advanced Flash Platform rich Internet applications for the web, desktop, and mobile devices. He has always had a passion for interactive motion media, the power of video, and the challenges of usability and interactivity. He is an Adobe Certified Master Instructor, Adobe Community Professional, a member of the Flash Media Server Technologies Community Advisory Board for Adobe, teaches advanced RIA classes at the University of Denver, serves as the Rocky Mountain Adobe User Group Manager and the Flash Media Server User Group Manager, and has taught and developed many advanced Flash and Flex application courses. He is a recognized industry leader when it comes to Flash and video and has spoken at many national and international events.



Steven Hawley is Principal Analyst and Consultant for *tvstrategies* - Advanced Media Strategies (<http://www.tvstrategies.com>).

Established in 2001, *tvstrategies* provides industry and technology analysis, and subject matter expertise; in the related areas of managed pay TV, Internet-delivered (OTT) broadband video, social media, and personal content, as delivered to TVs, Apps and broadband-connected consumer devices.

tvstrategies also offers a range of customized consulting services for firms that supply products, services, strategic information and investments to the broadband telecommunications industry.



Gerald Hensley is VP, Worldwide Entertainment Sales at Rovi Entertainment Store (RES), content protection and content creation tools. He joined the company in 2008.

Prior to Rovi, Gerald was director, business development in the Cinema Division of DTS, responsible for guiding and developing DTS' pre-show, E- and D-Cinema businesses.

Prior to that, he worked with digital cinema pioneer, Avica Technologies, and his background also includes corporate business development and planning experience.



Jonathan Hurd is Director of Altman Vilandrie & Co. He joined AV&Co. in 2006. With more than 20 years of consulting and industry experience, Jonathan's background within the communications, media and related technology sectors is extensive. His primary areas of expertise include business and marketing strategy, new business creation and launch, integrated consumer and business services, and customer and sales channel segmentation and targeting. Jonathan's work with operators includes communications services strategy and business planning, market sizing, product roadmap development, customer segmentation, and marketing budget optimization across systems, products, customers and channels.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Wayne Josel is Counsel, Media & Entertainment at Hughes Hubbard & Reed. Wayne's practice focuses on the legal, strategic and policy issues arising out of the convergence of technology, entertainment, and media. He provides counsel and transactional support in connection with client initiatives related to electronic commerce, intellectual property (IP), privacy, information security, compliance and risk management. Covered areas include digital audio and video content licensing, distribution, and related audio-video broadcasting initiatives via the Internet; wireless/hand-held devices; and download-to-own and video-on-demand business models; user-generated content and related liability, moderation, filtering and screening issues; strategic alliances, online sponsorship, and joint ventures; viral marketing and viral content distribution (i.e., media players, widgets).



Chris Kantrowitz is CEO of Gobbler. He is a serial entrepreneur in gaming, technology, and music.

He began his career as the co-founder of 3D Groove, an online gaming technology company. In 2006, Chris co-founded Frank the Plumber, a leading concert design and production company creating digital and live experiences for artists like The Strokes, Akon, Stevie Wonder, Beyonce, Katy Perry and Madonna, and brands like Ford, Apple and AOL.

Most recently, he co-founded Gobbler, a cloud-based media asset management service that provides backup, collaboration, and organization tools for media creators.



Kshitij Kumar is SVP of Mobile Video at Concurrent. Acquired by Concurrent in 2010, TellyTopia, where Kshitij served as CEO, was a visionary start-up bringing online content to the Cable TV and Broadcasting industries.

Kshitij was the Founder at TellyTopia and built a multinational team, product and business from the ground up.

Truly a multinational executive, Kshitij previously held leadership, business, and software development positions at C-COR and Lantern Communications in the USA, Lantern Canada and Nortel Networks in Canada, and C-DoT in India.



Marty Lafferty is CEO of the Distributed Computing Industry Association (DCIA). He is a new media industry leader and pioneer in the area of content distribution via advanced technologies.

As President of FutureVision, Marty supervised the first switched-digital-network service offering and the company's acquisition by Verizon. Previously, as CEO of NBC's Olympics joint venture, he led multiple vendors to develop alternative security solutions for the first multi-channel delivery service of the Olympic Games. Finally, as VP of TDBS, he directed Turner Broadcasting's deployment of the industry's first signal-scrambling security technology for basic television programming services.

Marty holds a Master's Degree from Yale University and a Bachelor's Degree from Williams College.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



Ajay Malhotra is Executive Vice President, North America of Prime Focus Technologies (PFT), which was set-up in September 2007. The content creation to consumption value chain is increasingly driven by the adoption of file-based work flows and multi-platform opportunities. PFT provides a global digital content services hub, a combination of technology infrastructure and services for the digital media supply chain within advertising, broadcasting, film-making, and archiving. These services enhance collaboration, productivity, asset utilization within the media enterprise and across the ecosystem thereby increasing monetization opportunities and saving valuable time and cost. Previously, Ajay was Regional Director & Sales Executive at SYSTIME; and Executive Director, IT at 20th Century Fox.



Steve Mannel is Senior Director, Media and Communications at Salesforce.com. A global industry executive, Steve has been driving business and product development for leading technology companies for over sixteen years. In his current role, he coordinates global strategy and solutions development for the company's media and communications industry vertical.

Previously, Steve held various business development roles in the enterprise software and Internet service providers industries, leading innovative teams at Sun Microsystems, Netscape Communications, America Online and IBM. He holds a degree in Philosophy from Rider University.



Adam Marcus is Technology Advisor for the DCIA, a post he has held since 2003. Adam also serves as Chief Operations Officer for TechFreedom.

Prior to that, he was a Research Fellow & Senior Technologist at The Progress & Freedom Foundation (PFF). He has also worked as a technical writer for Citrix Systems, the Centers for Disease Control and Prevention, and the Department of Transportation; interned at the California Public Utilities Commission and the Cato Institute; and provided technical consulting to a number of non-profits.

Adam received his law degree from Santa Clara University; his MA in Communications, Culture & Technology from Georgetown University; and his BA in English from the University of Florida.



Todd Martin is Senior Vice President, Strategic Solutions Group at Chyron. He is responsible for Product Management, Strategic Direction and Partnerships. Todd joined Chyron in January 2008 with the acquisition of AXIS Graphics, today known as Axis World Graphics, the world's first cloud-based suite of applications for online multi-media graphics creation. He has led the company's hosted cloud-based operations for nearly a decade. Prior to joining Chyron, Todd was Vice President of Axis Operations at Pyburn Films, where he was enlisted to develop and launch the award-winning Axis World Graphics. He also held the position of Senior Producer for Pyburn Films, where he produced image and branding, long-form programming, as well as promotions for broadcast and cable television. Todd began his career at NBC New York where he ascended to the position of Creative Services/Promotions Producer.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



AJ McGowan is CTO for Unicorn Media. In this role, he is responsible for engineering the cutting-edge architecture that will deliver high-quality audio and video via a highly intuitive interface. Prior to Unicorn Media, AJ spent five years at Limelight Networks where as director of solutions engineering, he assisted the company's marquee customers with implementing their content delivery networks, developing best practices, and capacity planning. With a remarkable combination of intelligence and drive, AJ started his first company building high-end custom computers while still in the 8th grade. By age 14, he was an IT manager, and in between high school classes completed a highly technical token ring/mainframe to Ethernet/NT-Unix network upgrade and answered pages from distressed employees.



Dr. James Mitchell is CEO & Co-Founder of Strategic Blue. He is a former commodities trader at Morgan Stanley.

James founded Strategic Blue in July 2010 to be the world's first Cloud Broker-Dealer, transferring trading expertise from the commodities markets to cloud computing usage and purchasing.

He has a Master's Degree in Natural Sciences from Cambridge University and a doctorate in DNA Nanotechnology from Oxford University.



Samir Mittal is Chief Technology Officer and SVP of Engineering at Rimage Corporation in Minneapolis, MN, with a focus on products and technologies related to secure cloud and mobile computing. He leads the Rimage Signal Virtual Publishing initiative, a secure SaaS content delivery platform that enables businesses to control and deliver videos, documents, audio files and images in today's multi-platform, multi-device world. Prior to joining Rimage, Samir was a disc drive architect at Seagate Technologies managing the Nearline portfolio of products from conceptualization to revenue. Dr. Mittal is an alumnus of Ohio State having graduated in 1998 with a PhD in Mechanical Engineering, specializing in the design and control of electro-mechanical systems.



Tom Mulally is a Media Technology and Knowledge Management consultant in Los Angeles. His company Numagic Consulting specializes in complex media and emerging technology projects. Tom is sought after for research, trend analysis, strategy planning, and forecasting of emerging technology trends. Prior to founding Numagic in 2000, Tom was Director of Media Systems and Design for Walt Disney Imagineering. For ten years he managed the design, development, and installation of cutting edge media content and systems for Disney Theme Parks worldwide. He spearheaded a number of innovations in media technology and interactive experiences for Disney. In the 1980's Tom was an international award winning on-line video/effects editor at several post-production facilities in the US and Europe. He has also composed and recorded electronic music for television and multi-media.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



Michelle Munson is CEO, President, and Co-Founder of Aspera. She is a co-inventor of Aspera's *fasp* transport technology and is responsible for overseeing the company's direction in collaboration with co-founder Serban Simu. Michelle was a software engineer in research and start-up companies including the IBM Almaden Research center before founding Aspera in 2004. She has dual B.Sc. degrees in Electrical Engineering and in Physics from Kansas State University and was a Goldwater Scholar for achievement in Science and Mathematics, and later a Fulbright Scholar at Cambridge University where she received a postgraduate Diploma in Computer Science. She was the 2006 KSU College of Engineering Alumni Fellow (the youngest recipient ever), and has received national achievement awards from Glamour Magazine and USA Today. Michelle is also a frequent speaker on technologies and trends around Big Data Transport, Cloud Infrastructure, and Mobile.



Graham Oakes is CEO, Media Science International (MSI) & Digital Watermarking Alliance Chairman of the Board. Graham heads strategy and business development at Media Science International and serves as Chairman of the Board of the Digital Watermarking Alliance.

Under his leadership, MSI has become the leading supplier of watermark and copy protection to the recording industry and was named the exclusive watermark registration agent for the Recording Industry Association of America. MSI tracks over 53 million unique assets, providing unprecedented distribution control and business intelligence.



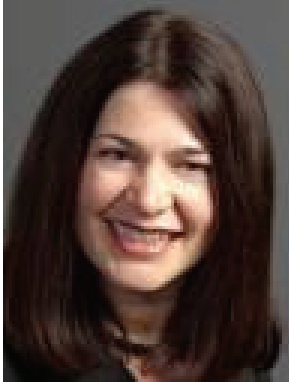
Kyle Okamoto is Senior Manager, Product and Portfolio Management, at Verizon Digital Media Services. Kyle has worked for Verizon in several capacities over the last eight years, including Global Network Operations, Outside Plant Engineering, and Product Line Management roles within Verizon Global Wholesale spanning Public IP, Private IP, Content Delivery, and Digital Media Solutions both in the US and international arenas. Currently, Kyle is responsible for global product development serving the entertainment and media community, specifically content creators and aggregators as well as digital media retailers, accountable for P&L, market and product and pricing strategy, and the overall product roadmap. Kyle has a Bachelor's of Engineering degree from Stevens Institute of Technology and an MBA from New York University.



Kirk Punches is VP, Business Development at Sorenson Media. He creates strategic alliances and defines vertical market partnership opportunities to help drive the integration of the company's encoding and online video platform solutions. Kirk also oversees Sorenson Media's Los Angeles office with a focus on overcoming the complex video challenges faced by the media & entertainment community. Prior to his current role, Kirk served as Director of Sales, building the sales organization from the ground up and managing the day-to-day activities. Prior to Sorenson Media, Kirk held various sales and sales management positions with successful technology start-ups Avalara, Entellium, and Launchpad Marketing Group. Kirk attended Kansas State University where he majored in Radio/Television.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



Monica Ricci is Director of Product Marketing at CSG Systems, where her focus is on synergies and value propositions across all elements of CSG's BSS portfolio. Monica has 20 years of experience in the communications industry, 15 of which have been working with BSS vendors delivering billing solutions and consulting with service provider customers to evolve their billing-related processes for wireline, wireless and next-generation services. With a BS in Physics and a MBA from the University of Chicago, Monica's current focus is understanding the drivers for new telecommunications business models, incorporating both customers and the growing assortment of partners in the operator value chain.



Rajan Samtani is the Senior Vice President of Sales and Marketing at Peer Media Technologies, a leading anti-piracy services firm serving the filmed entertainment, music, and digital content publishing markets. Raj has more than 16 years of senior business development and strategic marketing experience in DRM, security, digital content identification, and intellectual property (IP) licensing. Prior to joining Peer Media, he was a senior Business Development consultant at Huawei. Prior to that, Raj was Senior Director, Business Development at Digimarc, where he was responsible for IP licensing, market development and building strategic partnerships in the audio/visual industries. Before Digimarc, Raj was at ContentGuard orchestrating the adoption of DRM and rights language technologies and standards for content owners, operators and device manufacturers. Raj holds several patents related to the fields of DRM and Digital Watermarking.



John Schiela is President of Phoenix Marketing International's (PMI) innovative Converged Technology and Media practice. John's experience spans from global technology market tracking programs, to new product development, to strategic brand and positioning. He has proven expertise on partnering with PMI's clients to drive strategic research into actionable ROI generating information strategies and target modeling solutions. Prior to joining Phoenix, John served as an Executive Vice President for the IT, Telecom, and Media practice of one of the global leaders in market research. He undertook this role as a result of the acquisition of a small strategic and marketing consultant firm which specialized in B2B and Consumer demand, pricing, new product, and marketing solutions, where he served as COO.



Dan Schnapp is a Partner and Chair of New Media, Entertainment and Technology at Hughes, Hubbard & Reed. He provides strategic counsel and transactional support for multi-national corporations, mid-cap and start-up companies in connection with a wide range of legal and policy issues arising out of the convergence of technology, advertising, entertainment and media and electronic commerce, intellectual property, privacy, information security, compliance and risk management, including: digital video and music content licensing and distribution and related audio-visual broadcasting initiatives on all new media platforms; mobile device and online App development, licensing and distribution; social media and networking services and applications; and cloud-based content distribution models and enterprise cloud computing initiatives.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



David Sterling is a founding Partner at i3m3 Solutions, a firm specializing in cloud and mobility solutions. With over 20 years of global experience leading business planning and service initiatives, David works with clients defining the potential of virtualization and cloud platforms for their businesses. Prior to i3m3 Solutions, he served in senior executive roles for AT&T, British Telecom, PCCW and Fidelity Investments.

David has an MBA from the Johnson School at Cornell University and a B.S. in Electrical Engineering from Purdue University. He recently co-authored with Prabhat Kumar *Dancing on a Cloud: A Framework for Increasing Business Agility*, a leading resource on cloud business transformation (available through Amazon, Xlibris and Barnes & Noble).



Robert Stevenson is EVP of Business Development & Strategic Partnerships at Gaikai. Prior to joining the company, Robert was the VP of Online Development at Namco Bandai Games, where he was in charge of western-facing online planning, R&D, and content creation to enable a future of diverse activities. Before Namco Bandai, Robert was the VP of Business Development & Worldwide Publishing for Atari, where he oversaw business relationships and global publishing activities, including work on successful franchises like Ghostbusters, Dragonball Z and Neverwinter Nights. Prior to Atari, Robert served as the VP of Product Development & Acquisitions for DreamCatcher Games (acquired by JoWood AG). In his early career, Robert held key roles in several game development and publishing companies, including Interactive Magic and iROCK Games under Virtus Entertainment.



Chuck Stormon is CEO of Attend LLC, which provides Content in the Cloud services to customers in advertising, film, broadcast and internet media, empowering file-based workflows to let creatives be creative. Prior to joining Attend, Chuck evangelized Content in the Cloud solutions as Vice President of Strategic Accounts and Alliances for Packet Exchange, a global cloud infrastructure service provider. Chuck is a member of the Society for Motion Picture and Television Engineers and serves on the Board of Directors of Symphony Video, Inc., an enterprise video content management software company, Namecast.net, a web scalability service provider and Collabworx, Inc., a secure internet collaboration software company. He is also an active angel investor and mentor to high-tech start-ups.



Nick Strauss is Director of Sales for Verizon Digital Media Services, where he is responsible for developing and selling industrial strength digital supply chain solutions for the media and entertainment sector. Prior to Verizon, Nick was Senior Manager at Deloitte Consulting, where he provided strategy and operations advisory services to the technology, media, and telecom industries. His clients included top 10 cable operators, telcos, studios, and broadcast networks, as well as technology providers. Before Deloitte, Nick served as Corporate Director, Business Integration at Mediacom Communications Corp. with responsibility for the development and execution of the company's customer service strategy. Specific areas of focus included the call centers, dispatch, and field operations, with emphasis placed on system, process, and organizational issues.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



Jostein Svendsen is the CEO of WeVideo, the cloud-based online video editing service designed to enable individual users to collaboratively produce, stream, share, and store user-generated video. By combining the power of broadcast-quality HD with the vast reach of social media, WeVideo is in the vanguard of a rapidly emerging market in which millions of users in thousands of communities are beginning to continually interact via user-generated online video. Jostein is a highly regarded serial entrepreneur in Europe and North America, having founded and grown several successful companies in digital media, digital financial services and digital commerce. In 1993, he created initial prototypes for what came to be known in the following decade as smart homes and smart living: EPGs, digital PVRs, and personalized newspapers all on an open architecture PC based platform.



Mark Taylor is SVP for Content and Media at Level 3 Communications. Over the past several years, he has held a variety of positions within the company, most recently as VP of Product Delivery and Strategy for the Content Markets Group. Previously Mark was head of Strategy and Mergers & Acquisitions in Europe and before that, head of the IP & Data Services Strategic Business Unit in Europe. Prior to joining Level 3, Mark spent two years as a Business Leader for Concert, a joint venture between AT&T and BT, where he managed global customer contract origination and execution. He also worked with BT Syncordia Solutions, the Information & Communications Technology unit of BT. He holds a B.S. degree in Telecommunications Engineering from Plymouth University and a post graduate Diploma in Management Studies from Kingston Business School.



Yangbin Wang is Founder & CEO of Vobile, the leading global provider of content identification and management services. Prior to founding Vobile, Yangbin was the CTO of Onewave Technologies following the acquisition of the IPTV business of YZTECH by Onewave in 2004. He was the Founder & CEO of YZTECH, a leading IPTV technology provider in China famous for the landmark deployment of its IPTV platform by WASU/Hangzhou Netcom. It was the first and largest commercial IPTV service offering in China. Previously, Yangbin was the Founder & CEO of EnjoyWeb, which pioneered time-shift delivery of video content via broadband Internet. In addition, Yangbin was Director of Software Architecture at Oak Technology's Broadband Consumer Group. He also participated in several startups. At the outset of his career, he was a research engineer at Compression Labs (CLI) and Gen. Inst. (GI).



Mike West is the Chief Technology Officer and Co-Founder of GenosTV and the Genos Corporation. He is a graduate of The University of Cambridge in the United Kingdom, holding Master's and Bachelor's Degrees in Electrical and Natural Sciences. Mike has 25 US patents issued with several more in process, plus numerous other inventions and publications. He held a broad range of technical leadership positions in engineering, architecture, R&D, strategy, business development and client consulting during 28 years at IBM, both in the United Kingdom and the United States. Mike has directed multi-disciplined development and client-facing technical teams in international and multi-national environments. Prior to Genos Corporation, Mike had his own high-tech consulting practice while also serving as the Chief Technology Officer and Director of Innovation at SMARTtv and SMART Holding USA.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Marvin Wheeler is Chairman of the Open Data Center Alliance (ODCA) and former Chief Strategy Officer at Terremark, where his duties focused on directing corporate initiatives and developing strategic alliances with key corporate partners in order to help Terremark maintain its position as a leading provider of cutting-edge IT solutions for enterprises and Federal government agencies. Working closely with Terremark's product development, operations and sales teams, he directly aligned overall corporate strategies with the continued development of innovative products and services that effectively meet the evolving needs in the complex IT infrastructure market.



Vic Winkler is the author of "Securing the Cloud." He has 30 years engineering and leadership experience in IT spanning Information and Cyber Security, Cloud Security and Cloud Computing, systems and applications development, and IT operations. As a technologist who has developed commercial cyber security products, Vic has also developed business and marketing strategies. In his career, he worked for Planning Research Corp, Sun Microsystems and Booz Allen Hamilton as an engineer, and represented these companies as a speaker and panelist at numerous conferences and events. Vic has developed deep and broad expertise with leading edge technologies. He conceived and built systems that solved critical needs in US National Security spaces as well as for commercial Internet facing infrastructure.

MARK YOUR CALENDAR!

CCA & DCIA proudly present:

CLOUD COMPUTING WEST 2012

Revolutionizing Entertainment
Delivery, Network Infrastructure
& Investing in the Cloud

November 14-15, 2012
Santa Monica, CA

The poster features a night view of Santa Monica Harbor with a Ferris wheel and roller coaster. A sign in the background reads "SANTA MONICA YACHT HARBOR SPORT FISHING BOATING cafes". The logos for CCA (Cloud Computing Association) and DCIA (Data Center Industry Association) are prominently displayed.



What We Do at the DCIA

The Distributed Computing Industry Association (www.dcia.info) is the official international trade organization for commercial entities involved in the generation, storage, distribution, and presentation of digital media across, by, and among distributed computing networks. It serves as the nexus among corporations, government, content owners, technology developers, and policy makers to support, enable, and foster market expansion in this sector, which is now experiencing unprecedented explosive growth thanks to its most recent advancement in cloud computing.

Connections You Can Bank On

You want to connect with the best. If you're a large company, you want help navigating among a plethora of start-ups to find the right vendors and suppliers. If you're an emerging firm, you need to show what you're building. Become known. Get financing. Find customers. Attract partners. How do you do all that?

Become a MEMBER COMPANY!

When you join, we take care of you. Your goals become ours. We pull out all the stops, expanding your network and connections so that you can drive your small company to profitability and growth, or guide your large company into a technologically superior future as expeditiously as possible.

Here are some examples of the personal care we take with our Members:

- ✓ Access to prospective customers and partners. The DCIA helps facilitate access to Member companies' specific affiliate firm targets. For new Members, we spend time to understand your business focus and identify who you need to meet. DCIA leadership has broad access throughout the content, media, and technology communities that we use for the benefit of Member companies. We make it faster, easier, and cheaper for you to meet the dealmakers.
- ✓ Strategic alliance opportunities. The DCIA identifies and facilitates partnerships among DCIA Member companies regularly. Many DCIA Members are currently involved in business alliances with other Members as a result of the DCIA's work. We connect, so you can build.

- ✓ Business development and strategic planning. The DCIA provides individualized strategic support to Member companies. We offer workshops on how to get the most value from DCIA conferences, with organizational tips and checklists. You'll reap the highest return from your membership investment.

"The DCIA introduced us to one of its larger professional services Member companies with whom we held a brief series of meetings. As a result of these meetings, we were introduced by the larger company to the global industry leader in our space and are now involved in strategic partnering negotiations. All this in a few short months. The value of our DCIA Membership has been recouped manifold times."

- A new software application provider*

There's more...

- ✓ Exposure to DCIA Members. We now number approximately 140 Member companies, including major players in each sector of our emerging industry. Want to meet them? We'll introduce you.
- ✓ Participation in industry standard setting and best practices. The DCIA sponsors industry working groups focused on critical areas. For example, the P4P Working Group, which was established by a small software firm and large ISP – two Member companies – has grown to more than 100 participating companies worldwide; developed, tested, and commercially deployed new technology; and contributed to related IETF standards setting. We offer a platform for you to get involved to help build the industry and contribute your expertise.
- ✓ Access to investors for joint ventures. Some of the DCIA's own Members are venture capital funds. In addition, the DCIA regularly introduces Member companies to other funding sources. Money is waiting to invest in digital media and cloud computing – we'll show you who is *smart money* in this space.
- ✓ Specific business opportunities. On a regular basis, DCIA leadership identifies business opportunities and provides the information to Member companies where this is most relevant. We are your extended business development arm.

"We approached the DCIA with a focused assignment assessing providers of a particular type of new technology. The organization responded in short order with a workable slate of best-of-breed candidates from among hundreds of potential targets touting expertise in this area. Within weeks, we entered due diligence with our selected choice and consummated a multi-million dollar strategic investment and commercial alliance."

- A large international telecommunications industry leader*

Not only that...

- ✓ Member conference discounts at DCIA and partner conferences. It costs less to do more when you join the DCIA.
- ✓ Regular press coverage in DCINFO, the weekly DCIA online newsletter. We start new Member companies with an announcement in DCINFO and cover their news on a regular basis. Over 7,000 industry leading participants waiting to read about your company.
- ✓ Speaking opportunities at DCIA conferences. We put on at least four conferences per year in conjunction with other major trade shows including CES and NAB. Ready to showcase your company? We'll get you in front of your customers.
- ✓ Prominent speaking opportunities at other events. We regularly place DCIA Members on panels at other trade shows and conferences. In addition, we often provide full sessions on CONTENT IN THE CLOUD topics at major trade shows. You'll be an industry expert speaking before target audiences.

"On a recent multi-meeting trip to the US for our CEO, the DCIA arranged more meetings with analysts, the media, and the press than our PR firm, plus helped us with our positioning and message points, and arranged several conference speaking engagements for us. We determined that we no longer needed to have a PR firm – just our DCIA Membership."

– An overseas technology specialty firm*

- ✓ Enhanced public relations. In addition to coverage in DCINFO, the DCIA assists Member companies in developing and distributing white papers and disseminating information to the press. We get you the exposure you seek.
- ✓ Access to personnel. The DCIA serves as an informal clearinghouse for talent at the intersection of the digital media and cloud computing sectors. We'll help you source who you need for new assignments as you grow.
- ✓ Networking. At every event organized by the DCIA or attended by the DCIA, we help Member companies network successfully. Everyone on the DCIA team is an expert on networking. We put that talent to work on your behalf, connecting you with personal introductions to customers, partners, and investors.

"The DCIA helped with the development of our business plan and private placement memorandum (PPM) by providing industry data and research information. Then the DCIA helped us with our PPT presentation based on them. The DCIA helped us identify strategic investors. Finally, the DCIA gave candid assessments of our business to targeted venture capital firms resulting in our closing a multi-million dollar round of financing."

– A three-year old start-up company*

MARK YOUR CALENDAR!



proudly present:

CLOUD COMPUTING

Revolutionizing Entertainment
Delivery, Network Infrastructure
& Investing in the Cloud

WEST 2012

November 14-15, 2012
Santa Monica, CA

Where Entertainment Content Providers, Telecom
Executives & Technology Investors Meet

REGISTER TODAY:

WWW.CLOUDCOMPUTINGASSN.ORG/CloudWest

