

LTO NewsBytes

September 2016

Tape Technology Flexes its Muscles

The LTO Program team is traveling to two continents this month to educate industry leaders on the many uses of tape technology. We'll be returning to Amsterdam for IBC 2016, and then heading to Santa Clara, California for SNIA's Storage Developer Conference. The team is excited to share information on LTO-7 with LTFS and show the many innovative ways that professionals can utilize tape across business verticals.

Check out how LTO will be involved at the trade shows below, and be sure to follow us on [Twitter](#) and [Linkedin](#) for the latest updates!

IBC 2016

The IBC Conference is a global trade show centered on the many challenges facing the media and entertainment industry. Always known for being a display of the latest innovations in the industry, LTO-7 will be on-hand to show the impact it has on post-production professionals. This year's conference theme is Transformation in the Digital Era: Leadership, Strategy and Creativity in Media and Entertainment.

One major challenge that all media and entertainment professionals face is how to properly maintain their post-production footage. LTO tape is the post-production answer to keep projects safe and easily accessible. Additionally, LTO technology paired with the Linear Tape Filing System (LTFS) makes the process of capturing and storing large files even easier. Major benefits include: open specification, portability, ease of use, multi-platform/multi-vendor support, reliability and cost-effectiveness.

To read about the IBC 2016 conference program, visit their website [here](#).

SNIA Storage Developer Conference

Established in 1998, SNIA's Storage Developers Conference (SDC) continues to be the premiere event for storage developers every year. Attendees of SDC 2016 include storage professionals across a variety of areas (developers, engineers, etc.) along with in-house IT development staff.

Something attendees are always concerned about is their IT budget. In fact, they will be the first to tell you that 30-70 cents of every dollar are used for their IT budgets alone. As a result, these professionals are looking for a storage technology that is not only secure, but cost-effective as well. One feature that SNIA attendees appreciate is LTO's strong encryption capability to enhance security and privacy during storage and transport of LTO tape cartridges. With this encryption technology, companies can rest assured that their information is safe and secure. No matter the industry, LTO tape helps IT professionals make effective storage decisions without breaking the bank!

For more details on the Storage Developer Conference, visit their website [here](#).

TAPE SAVES

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Want to meet the LTO Program team?

Join us at SNIA Storage Developer Conference later this month! Register [HERE!](#)

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