



Western Digital University™

university.westerndigital.com NEWSLETTER | JULY 2018

SanDisk®

G-Technology™

WD

Western Digital

DID YOU KNOW?

Western Digital University's multi-lingual library of G-Technology brand course offerings are growing every month. From foundational courses on G-DRIVE and G-RAID products, to specialized curricula for several of our evSeries featured devices and Product Update webinars, Western Digital University is rapidly establishing itself as the go-to destination for learning resources for both customers and distributors of G-Technology's industry-leading line of data transfer and storage products for creative professionals. Register or log in today to check it out!

COMING SOON

New courses that are currently in development include:

- SanDisk Extreme Pro® M.2 NVMe 3D SSD
- G-Technology™ G-RACK 12

We are constantly making improvements and adding new courses to the university, and would like to hear from you if you have any suggestions, comments, or issues.



Drop us a quick note at university@wdc.com and we'll get back to you as soon as possible...Happy Learning!

Let's Talk About Workflow...



What is WORKFLOW, and why is it important to your G-Technology, SanDisk and WD customers?

Directors, Camera-people and Digital Media Technicians throughout the entertainment industry know that establishing a well-organized workflow is absolutely essential to the fast, efficient, secure and redundant production and manipulation of the terabytes of data needed to produce a motion picture in today's tech-dependent production environments. Getting the raw captured data from the 4K and 8K cameras and viewers to the on-set techs for color-corrections and other JIT jobs, and on to the folks in post-production who will work their digital magic on the huge files is difficult enough, but adding the pressures of tight production schedules, multiple simultaneous edits and enhancements of the same files, and the need for quick transfer, and reliable & continuous backup, calls for a solution-set of data storage, transportation, and access products and methodologies that can seamlessly provide that solid technical foundation for the next Hollywood blockbuster... THAT's workflow. And THAT's where Western Digital Corporation comes through with flying colors!

Let's start with the filming. Whether it's an industry-trusted RED Camera or Atomos input, or some other swappable SSD or HDD storage unit, efficient workflow demands a pathway to get that data off of the original cartridge and backed-up as quickly as is possible. The G-Technology Evolution Series offers adapters and docks for many of these major-brand storage devices, with SATA and Thunderbolt connectivity for the fastest possible transfer speeds.

Now that the footage is backed up and fail-safe with RAID arrays, on-set techs working with the director will do live alterations of many of the image elements, and need fast read/write access during this activity. This is where our G-SPEED Shuttle products fill an important gap, providing both quick access for quick changes, and also rugged transportability to get both the raw and the edited files back to the studio safely.

Once back at the editing studio, massive storage capacity with multiple simultaneous access to data files can be engineered using a G-RACK server stack, allowing for post-production to proceed at an accelerated pace, and even more RAID options for faster I/O and more robust redundancy.

For examples of professional workflows in use in the creative industry today, visit the G-Team Community on g-technology.com.

For a free copy of the *G-Technology Workflow Education* booklet, contact John McCallum (john.mccallum@wdc.com) today.



LAST MONTH ON THE UNIVERSITY:

We launched our first promotion on June 12 to celebrate the launch of the new Western Digital University (promotion is available to U.S. employees only).

This promotion runs through July 12, so check it out online today for your chance to win a My Passport Ultra portable drive!



We also published a number of exciting new WD, G-Technology, and SanDisk product courses, including:

- WD Black™ NVMe™ SSD
- G-Technology™ G-SPEED Shuttle with Thunderbolt 3
- SanDisk Ultra® 3D SSD

Expect more to come, as we are always making the University more engaging and beneficial to all of our users.