

## Attend LLC and their MediaCloud.cc provide Independent Filmmakers, Videographers, Postproduction Firms and Major Studios with the ability to Store and Collaborate on Digital Files of Unlimited Size with Accelerated Downloads and Uploads

### Technology Video Production

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**Chuck Stormon**  
CEO

#### About Attend LLC:

The content creation industry, which includes filmmaking, videography, broadcast, education, advertising and web is undergoing a historic transformation from analog to digital and from film or tape to digital files. Millions of people regularly participate in the inherently collaborative process of creating high quality video to tell a story. Content creation results in many huge digital files representing work in progress. Attend's vision is that collaborators should be able to share these huge files easily, securely and quickly via the cloud. Attend has developed MediaCloud.cc to deliver on this vision.

MediaCloud.cc is the best way to share big files. Designed to simplify collaboration for filmmakers, MediaCloud offers accelerated upload, download and streaming with secure cloud storage and file management so users can store and share video, sound, stills and other data with confidence and ease. MediaCloud is unique in accelerating downloads and uploads for files of *unlimited* size. Our members include independent filmmakers, videographers, postproduction firms, major studios and agencies.

#### Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine

**CEOCFO:** Mr. Stormon, would you tell us the vision at Attend?

**Mr. Stormon:** The Entertainment, Advertising and Education industries are being transformed by digital video technology. The equipment needed to produce high quality content is so much less expensive than even five years ago that today millions of people participate in video content creation. Attend's vision is to support today's content creators through the power of cloud computing. Creating high quality video to tell a story is an inherently collaborative process that involves the creation of many huge digital files. Attend has developed MediaCloud.cc so that collaborators can share these huge files easily, securely and quickly via the cloud.

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management so users can store and share video, sound, stills and other data with confidence and ease. MediaCloud is unique in accelerating downloads and uploads for files of *unlimited* size. Our members include independent filmmakers, videographers, postproduction firms, major studios and agencies.

**CEOCFO:** What are some of the challenges in the cloud for the type of storage that you are looking at and what have you figured out at Attend that allows you to address those challenges?

**Mr. Stormon:** There are three requirements for content creators. First is the system has to be easy and convenient to use for non-technical creative people. To that end, we have developed our Content Ingest Network, proprietary technology that accelerates uploads and downloads of very large files without requiring the user to know anything other than how to use a website. Secondly, content creators want their work to be secured. They do not want it to be stolen or downloaded before it is ready by anybody unauthorized. MediaCloud utilizes best in class security similar to what banks and the military use. Thirdly, with tight deadlines, content creators need to know that their work is available and that MediaCloud will be reliable. With MediaCloud, we've built a hybrid private cloud so that we can employ multiple redundant systems with backups to ensure the availability and reliability of our service.

**CEOCFO:** Are your potential customers embracing the cloud or are they still a bit leery?

**Mr. Stormon:** I would say we are at the very beginning of the development of this market. The people that are embracing MediaCloud are classic early adopters who have an understanding of technology and are not afraid to innovate. These companies actually want change and they are looking for a new solution. The mainstream has not yet adopted cloud, although at least one of the major studios is using already MediaCloud to make feature films. All of the other studios and the rest of the players in the industry are experimenting with how best to use the cloud as a viable and safe part of the production and post-production infrastructure. We are now a year or two away from massive adoption.

**CEOCFO:** Where is Attend in developing and commercializing your product?

**Mr. Stormon:** We have announced general availability of Media Cloud for production use. Prior to that we conducted two extensive beta tests. The first beta test was launched in April at the National Association of Broadcaster Show in Las Vegas. We had about 115 companies test Media Cloud and all of its features and functions. We learned a great deal and made the product easier to use. We then ran a second beta test to make sure we had the feature set just about right. That second beta ran from June until the end of October during which we had about 160 companies trying out MediaCloud. At this point, we are confident that we have it close to launch and the customer feedback so far has been strongly positive.

**CEOCFO:** You announced that it is ready; how do you reach potential customers?

**Mr. Stormon:** Of course we will issue press releases, attend trade shows and pursue other normal marketing channels. However, one of the most interesting modes of growth that is open to us is the inherently viral nature of MediaCloud. Every time anyone uses it, they are sharing files with colleagues with whom they are collaborating on a project. Each of those

collaborators has a tendency to say that it is a nice tool and ask how they can get their own. There is a very easy sign-up process of about eight seconds to get their own MediaCloud membership. This internet-enabled version of word-of-mouth may be the most efficient means to reach potential members.

**CEOCFO:** Is there much or any competition of which you are aware?

**Mr. Stormon:** We are early in the cycle but there is always competition. The number-one competition for a new technology is the way that people solve the problem today. It is our job to show how MediaCloud is superior to the methods that are used today. The number-one method for sharing large files is to have everyone involved in the project present in the same facility sharing files around the same local area network. The second

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**- Chuck Stormon**

most popular method, if the talent and clients are not all in the same location, is to ship physical media like a hard disk drive or solid state drive by courier service. As primitive as that might seem to us when we imagine a fully internet connected world, where everything can be done easily in the cloud, today these are actually very viable things to do. One joke that I like to tell is, “you should never underestimate the bandwidth of a taxicab with a trunk full of hard disk drives.” Google is offering a one gigabit per second fiber optic connection to every person in Kansas City and Verizon is rolling out FIOS service nationwide. Given an adequate internet connection, MediaCloud eliminates the time, risk and cost of shipping media (or talent) from place to place. As more and more bandwidth becomes available at reasonable prices, MediaCloud becomes an at-

tractive means to eliminate time and distance as barriers to collaboration.

**CEOCFO:** You personally have a considerable history in business, what are one or two of the most salient concepts you have learned over time that you are able to bring to Attend that will make a difference?

**Mr. Stormon:** I have spent much of my career in telecommunications and internet businesses, so my understanding of the network, strengths and limitations is certainly the key. I have also spent the last four years working with filmmakers, studios, broadcasters, and ad agencies to help them build out their infrastructures. I have had the opportunity to learn what is needed and to see what solutions are practical at this time. I have also had considerable startup success and learned many lessons over the years. I have published a book called, *Start-*

*Fast!* on what I have learned, so I had better practice what I preach as we drive this company through the next stages of its development.

**CEOCFO:** Development and commercialization are expensive; does Attend LLC have the funding to move ahead through the needed steps?

**Mr. Stormon:** Yes we do. I am fortunate enough to have had enough success in the past to finance the early stages of the business. We have key industry partnerships that provide additional financial capability in addition to a number of significant venture capital and investment banking relationships I have developed over the years.

**CEOCFO:** Are there any features that you would like add which you think would be beneficial for the next steps?

**Mr. Stormon:** We have a very detailed product roadmap worked out in collaboration with our customers. MediaCloud is available worldwide, but it has the highest performance in the northeast US. We will expand our Content Ingest Network™ as customer demand drives us. We are taking it a step at a time, carefully making sure that we are supporting our

customers' needs. As far as the user interface, we have a long list of requests for features, prioritizing the requests that make MediaCloud more convenient and easy to use. We are also interested in interfacing MediaCloud with other production tools to make the whole process of collaboration more seamless.

**CEO CFO:** Why should the business and investment community pay attention to Attend?

**Mr. Stormon:** We are a pure-play software as a service cloud business. Our strategy is to grow profitably within the media and entertainment vertical market and expand from there to advertising, education and other vid-

eo-related markets. However, there is nothing about solution that is limited to video. There are opportunities to serve other verticals, which require the same kind of technology. These include medical imaging, product databases and other big-data problems.



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