



Welcome to DAS New York!

AMIA's Digital Asset Symposium (DAS) brings together speakers and case studies from a broad range of disciplines at the cross-section of theory and practice. Constantly evolving technology creates new opportunities as well as new challenges in the use and management of content.

While these are ever changing, they are not unique to a given organization or field. Gathering and sharing with peers from a wide range of organizations offers the possibility to generate and gain new insights. DAS is the place where these catalytic connections and conversations happen, and we are glad you are here to join in the discussion!

Enjoy the day.

Chris Lacinak
Chair, DAS New York

9:00am Welcome

- *Andrea Kalas, AMIA President*
- *Chris Lacinak, DAS New York Chair*

9:30am Smart Content and Metadata from Creation to Distribution

- *Diane Burley, Chief Content Strategist, MarkLogic Corporation*

10:00am Rights Metadata Management at the NYPL

- *Greg Cram, Associate Director of Copyright and Information Policy at The New York Public Library*

11:00am Break

11:30am Facing History and Ourselves – Creating a Trove of Digital Assets

- *Eva Radding, Digital Archive and Library Systems Manager, Facing History and Ourselves*
- *Karl Facredyn, Founder, Orange Logic*

12:30pm Lunch Break

2:00pm DIAMOND – Hitting it Out of the Park for MLB Network

- *Tab Butler, Director, Media Management and Post Production, MLB Network*

2:45pm The Maturation of DAM and Digital Preservation at Smithsonian Institution

- *Isabel Meyer, Technology Branch Manager, Smithsonian Institution*

3:30pm Break

4:00pm Emerging Business Models: We're Down with OTT

- *Paul D. Hamm, CEO, Endavo Media*

4:45pm Wrap Up and Open Forum