

YOUR ONE STOP DIGITAL SOLUTION

MEDIA ARCHIVE SYSTEMS DIGINEWS

FALL 2006

SERVICES

ARCHIVING ALL FORMATS

AFFORDABLE LOGGING AND DATA BASE PROGRAMS

ON-LINE LIBRARIES

DVD AUTHORIZING

ON SITE SERVICE

SERVER AND NETWORKING TECHNOLOGY

HIGH DENSITY STORAGE SOLUTIONS

MAS FEATURES

- Archiving done on site
- Regular upgrades and software updates on leased equipment
- 24 hour tech support
- We work with the client to address his/her needs and offer a complete solution
- Files are future proof

KEEPING YOUR LIBRARY WEATHERPROOF

When Mother Nature gets cranky everyone pays attention. Whether Katrina or Rita drops by, twisters touch down in the Midwest, flooding occurs almost anywhere near large rivers, or earthquakes rock LA, no place is safe from possible destruction. As warnings of impending serious weather are issued, people pack up and move to miss the potential devastation. When it comes to valuable assets, you protect them as well as possible and hope they survive in tact. In most cases they do survive but not always. In the gulf states, Katrina brought destruction to a wide area but it was for the most part the water surge that caused the most damage. At the Biloxi Library (pictured), books, paper files, computer systems and videotape were all destroyed. While attempts and advances are

made in construction techniques, sometimes destruction is unavoidable. In the case of videotape and film libraries help is here.

Media Archive Systems is an industry leader in digitizing film and videotape. Besides the importance of getting video and audio off a decaying medium, disaster protection can be even more important. The MAS digital conversion system will create a high resolution file at the same quality as the original medium. In fact on one pass of the tape, two copies are made, a high resolution MPEG2 copy and a low resolution MPEG1 copy. The MPEG2 file serves as the master and the MPEG1 file although a low resolution has the same video, audio time code information as the MPEG 2 copy. This makes it a

great tool for research, production, or creating edit lists. The files can be stored on a server directly from the conversion or on a storage DVD. By saving the masters on a DVD, the files are now easier to store and protect. Clients are encouraged to duplicate the master and keep a safety copy at a different location. And with DVDs being so small compared to videotape, required storage space is significantly less.



Biloxi Library after Katrina

ACCESS AND MOVEMENT IS EASIER IN DIGITAL FORMAT

In television news time is of the essence in getting stories and information to the people. By having footage in a digital file format, files can be viewed and downloaded very quickly saving the time it takes to call the archive library, pull the footage, dub it and either transmit it or ship it. When disaster is pending, hours and minutes

count. By dialing up the station's archive library, searching the database, viewing the footage and downloading the file, stories can be put together quickly and very cost effective. However it all starts with the conversion process. Planning ahead is the key. Well before the next Katrina or twister touches down it is important to

get the videotape library converted to digital files.

Media Archive Systems has the expertise and background to put together a plan for any library. MAS can handle all tape formats, and can convert even the largest libraries efficiently and cost effectively. Call today and let's get started!

visit us at www.mediaarchivesystems.com

or call 1 800 772 4924

WHY DIGITIZE FOR DISASTER RECOVERY?

The following is a summary of the ways that digitizing your videotape library can provide a quick and cost effective recovery from disastrous situations.

- Master MPEG2 files can be duplicated and the second set can be stored in another location
- The MAS conversion files are non-proprietary. This allows the high quality MPEG2 files to be copied and imported into almost any edit system. This is particularly helpful if you have multiple format edit suites or stations who use different systems.
- The MPEG2 files can also serve as the master files for conversion to other formats like MPEG4 or MPEG2000. By keeping a safe master of the MPEG2 file you always have the best copy available in a non-proprietary format.
- Files are easily accessible internally or externally for viewing or downloading. MPEG1 files can be set-up on a server and accessed over the internet. After finding the appropriate footage, a copy of the master file can be e-mailed to the user saving precious time and money.
- MPEG1 files can be used for research or production on any laptop thus allowing work to be done anywhere.
- MPEG1 files have the same video, audio and time code information so edit lists can be made prior to going into the edit suite.
- Conversion is done on site so tapes never leave the client's property. No cost for boxing, insuring, shipping and most important, no illegal copies are made
- Files stored on DVDs are not susceptible to water damage and can be protected much easier than videotape and film.
- Cost savings can be captured by reducing the size of the archive library as DVDs take up a fraction of the space that videotape and film does.

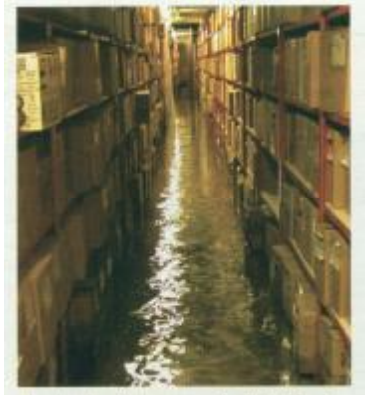
BUDGET CORNER

Converting libraries is a big project and can commit a lot of budget dollars, but the MAS module system allows even the smallest budgets to get started on the conversion process. We can add as much or as little equipment as required to get the job done or started. If time is a concern the more modules you add the quicker the project is finished. If budgets are small, our system can quickly convert your most important tapes and then convert the rest when the budget allows.

MAS is not a data asset management system. We create the content for your DAM system so if you are evaluating how to manage your files, you don't have to wait to get the conversion process started! Call today and talk to one of our professionals who will help create a plan for you.

DID YOU KNOW?

Non-perceptual high frequency noise can cause the conversion process to be done at a higher bit rate. MAS uses a high quality encoder that eliminates this noise thus the conversion can be done at a lower rate. This reduces the file size and increase storage capacity.



It doesn't have to be weather that cause destruction. Burst pipes or malfunctioning sprinkler systems can cause water damage.

"The MPEG2 files can also serve as the master files for conversion to other formats like MPEG4 or MPEG2000."



Example of earthquake damage.