

MEDIA ARCHIVE SYSTEMS DIGINEWS

SUMMER 2006

SERVICES

ARCHIVING ALL
FORMATS

AFFORDABLE
LOGGING AND DATA
BASE PROGRAMS

ON-LINE LIBRARIES

DVD AUTHORIZING

ON SITE SERVICE

SERVER AND NET-
WORKING
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

WHAT DO I DO WITH MY VIDEO LIBRARY?

This is the question being asked more often by owners of videotape libraries. There has never been any argument about how important it is to preserve the video images and audio tracks that have been recorded on videotape. The technical issue has become how should it be done and on what format? Should it be stored again on tape or is there a format that can be used that ensures the safety of the material and the ability to play it back on a future format at the same quality? The answer is yes, there is a non tape solution, digitizing the information to create MPEG2 files. With formats changing every few years and no one sure what the standard will be down the road, how do you decide? Add to that the fact, the ongoing decay and the growing

instability of the tape itself due to its chemical composition, one can see this is a very important issue.

Many companies have taken steps to create environmentally controlled rooms to house their material but the decay continues. Budgets are now being set aside to address this important need but many companies are unsure of just how to proceed.

Media Archive Systems was founded by Engineers who developed a solution to address these issues. After a great deal of research, the system was created and the company was launched. Besides the basic need for digitizing, Media Archives Systems offers a wide range of services incorporating various ways of using the new

digital files. What the client has now is 'future proof'. No matter how often formats change, the digital file remains the building block and the image and audio quality never changes. Understanding this, companies have now discovered the flexibility to actually use it in many more ways both internally and externally.

Don't let your hard earned money rot away when you can put your assets to work for you.



THE DIGITAL SOLUTION

Media Archive Systems offers its clients the right solution for the right job. Our system is based on modules. We offer a single unit that digitizes one tape at a time or a quad unit that handles four tapes simultaneously. The module system allows a client the flexibility to add more units and if space is an issue, put them in different

areas.

Each unit converts a tape to two files on one pass, a high quality master which is virtually identical to the source tape, and at the same time a lower quality research/production copy.

The best part is the money that is saved; no shipping, no insur-

ance, and most important, no risk of piracy. The source tapes never leave the client's property.

We also offer very affordable custom logging and data base programs. Why pay for the bells and whistles if you don't need them?

Call us today and we'll bring your past into the future

visit us at www.mediaarchivesystems.com

or call 1 800 772 4924

QUESTIONS AND ANSWERS ABOUT DIGITAL ARCHIVING

Q. Why do I need to act now, why can't I store my tapes in an environmentally controlled room?

A. You can store your tapes in an environmentally controlled room and this will slow the decay process but it will not eliminate it. The magnetic coating on videotape is chemically based and is prone to breaking down over time. Once the process starts, the information on the tape is at risk. The poorer the environment the tape is stored in, the quicker the breakdown and more information will be lost.

Q. Is it true that every time I playback a tape there is a risk of losing information on the tape?

A. Yes. The path the videotape takes through the playback machine is very hard on the tape itself. The tape is in contact with the playback heads which can deposit some of the chemical coating there. Also there is a lot of tension on the tape which can cause it to tear or shred. The more times the tape is played the greater the chance for damage which often shows up as dropouts.

Q. Isn't MPEG2 a compression format? Won't I lose picture quality?

A. MPEG2 is a compression format but very simply, MPEG captures a reference frame then only records the difference of the following frames from the reference. As far as picture quality, the final version will be virtually identical to the original. The MAS encoder uses a higher bit rate when it encodes the video for the MPEG2 file thus capturing all the information from the frame.

Q. Can I link my logging and database programs?

A. Yes. The video footage when digitized becomes a computer file. You can then link your logging and database programs with your video file by creating hyperlinks linking your information with the matching footage. This gives you instant recall instead of shuttling tapes after searching the shelves for the tape itself.

Q. I am not sure what kind of Data Asset Management System to use. Does it matter?

A. No. The file created by the MAS system is non-proprietary, meaning the files can be used with any system. Also remember that no matter what Data Asset Management system is used, the basis is the digital file so you can digitize your videotape even before you finalize an asset management program.

Q. What are the advantages of digitizing my library?

- A. There are many advantages which include;
- Recapture of current storage space and no upkeep of outdated machines required
 - Video and audio now stored on media that lasts up to 300 years
 - Ability to search and playback footage more easily
 - Access to library from remote locations
 - Delivery of footage via the internet
 - Simultaneously digitizes MPEG2 which creates the master while at the same time an MPEG1 stream creates a research/production copy
 - Footage now easy to duplicate
 - Very cost effective to digitize versus transferring to tape
 - Tapes NEVER leave the client's property so there is no cost for shipping or piracy issues



Storage of video from tape can be on a high end DVD or on a server.

" The more times a tape is played the greater chance for damage, which often shows up as 'dropouts'"



Our systems like MAS1 are very portable so archiving can easily be done on site.