

YOUR ONE STOP DIGITAL SOLUTION

# MEDIA ARCHIVE SYSTEMS DIGINEWS

MINISTRY EDITION 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

## MAKING IT EASIER TO REACH OUT!

Video outreach has grown by leaps and bounds over recent years. No longer are God's messengers confined to the inner walls of the churches they preach in. Getting the message out used to mean going door to door and sharing the faith. Today that faith is being shared with people who have never set foot in the church, via the medium of television. And it is not just Sundays that you can find a service or interview show to watch. Video has become an integral part of church ministry every day of the week.

Now that churches are working in the video world, they have to address the issue of what to do with all that tape. It not only takes up room but it also is a degradable format. The chemical coating on the videotape begins to break down over time. This combined with the destructive nature of the playback machines, the potential loss of

video and audio information increases quickly.

Working with videotape can also be slow and expensive. Tape costs, playback and record machine purchases and maintenance, and duplication are just some of the areas that can add a lot of cost to using video. Is there a way to get to keep the cost down and be more flexible?

The answer is yes. Media Archive Systems developed a system to preserve the video and audio information on the tape by creating a digital computer file. This applies to any format from VHS through to High Definition. With VHS conversions, a digital file is created which can be used for editing, viewing and storage. For higher quality formats, two video files are created from a single pass of the source tape. One video file is a high resolution broadcast quality MPEG2 file

and the second is a low resolution MPEG1 file. Both files carry the same information including time code, closed captioning and 8 channels of audio. This allows the MPEG2 copy to be stored in a safe place until needed while the MPEG1 file can be used for screening, research and edit prep.

Once converted the client has a file that is 'future proof'. No matter how often formats change, the digital file remains the building block and the image and audio quality never changes.



## THE EDIT AND DELIVERY SOLUTION

Since the MPEG2 and MPEG1 files are non-proprietary, they can be imported into any modern edit system. By keeping the MPEG2 file as a master, it can be copied and used in multiple edit systems. Many times an organization will have different edit systems so having a non-proprietary file allows the same file to be copied and

used in different edit systems.

Delivery is also a key facet of the ministry. Now instead of just having VHS copies made, the video department can send out DVD copies or for those who can access the internet, programs can be downloaded. By setting up a searchable database, the ministry can have viewers search and pre-

view videos or clips, order them and download them all via their computer. This greatly reduces the cost of reproduction, storage etc., allowing funds to be used in other areas of the ministry.

For more information on renting or leasing to suit your needs, visit our website or give us a call. We'd love to hear from you.

QUESTIONS AND ANSWERS ABOUT DIGITAL ARCHIVING

Q. I have VHS and SVHS. Can these formats be converted?

A. Absolutely. MAS has a system designed for each format. The MAS—8DVD digitizes 8 VHS or SVHS tapes simultaneously, with the content being recorded on DVDs. The DVDs can be played back in standard professional or consumer machines as well as any modern computer.

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 this system expensive?

A. No. The standard cost of converting standard (non-HD) videotape to digital files is about \$1.00 per minute. Add to that the cost of organizing your tapes, shipping and insuring them and now you get up to around \$1.25 per minute. The cost of the MAS Systems start as low as 5¢ a minute for VHS and go to less than 60¢ per minute for High Definition! Media Archive Systems can keep the cost lower because the conversion is done on the client's site and you get only the equipment you need.

Q. What about picture quality?

A. MAS uses the best encoders available. MPEG files including MPEG2 can be created with very low end encoders and the result is poor quality video. MAS does not cut corners when it comes to picture quality. These files after all represent video and audio information that cannot be recreated.

Q. How long do DVD's last?

A. MAS recommends the new gold plated DVD's especially for storing files. They are guaranteed for 300 years.

Q. What are the advantages of digitizing my library?

A. There are many advantages which include;

- Access to library from remote locations
- Delivery of footage via the internet
- 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
- 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
- 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



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

" The cost of the MAS Systems start as low as 5¢ a minute for VHS and go to less than 60¢ per minute of HD!"



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