

Media Archive Systems, LLC

Advantages

The following is a quick snapshot of the advantages Media Archive Systems has to offer.

Benefits

1. Archiving done at the client's site, the media is moved from client's library to the archiving station for a short period of time then immediately returned, library is always available
2. Reproduces content in two formats, high resolution to replace the tape and low resolution for inexpensive quick access (i.e. research)
3. Creating computer files effectively future proofs the content allowing it to be copied to any other format including back to videotape.
4. No more 'leapfrogging' to ever newer tape formats to prevent obsolescence.
5. Duplicate copies to service multiple locations can be quickly and inexpensively made.
6. The content may be Internet enabled so that the library can be easily searched from remote locations
7. Use company or freelance personnel
8. Rent, lease or purchase archiving systems

Cost Savings

1. There is no cost of organizing and prepping tapes for shipment
2. There are no shipping costs for the client's media
3. No insurance costs because the tapes remain on site
4. No need to buy expensive playback equipment that will quickly become obsolete
5. No more lost information due to damaged film and videotape
6. Archiving can be done in steps as the budget allows
7. Dramatic reduction in the physical size of the archive library
8. Search time greatly reduced
9. Flexible lease and rental options to coincide with tight budgets
10. Opportunity to create revenue streams through on-line libraries

Security

1. Since the tapes remain on site the client's media is always available for use.
2. No risk in shipment loss or damage
3. No risk of film / videotape being copied or pirated
4. Client can take time to prioritize materials to be converted
5. Efficient and effect method of file access and sharing within a company
6. Safe and effective method of creating research copies
7. Files can be password and watermarked protected
8. 24 hour tech support on leased and rented equipment
9. Equipment replacement and upgrades included on leased and rented equipment
10. Media Archive Systems personnel work in this medium every day and keep up on current and future trends in this area.

New Revenue Streams

1. Content holders can create a new revenue stream by selling footage (clips) because content can be Internet enabled, easily searched and downloaded.
2. It is much less expensive to reuse content than create new, it can be re-edited into a new material
3. The content can be reused and combined with just created material to produce a new program.
4. The content can be reused for news, historical, and educational and corporate and sales material