

The Solution

Media Archive Systems has researched the issues of film and videotape preservation and using the latest technology offers a number of options for the client to maintain their content assets for present and future use. The primary process is to convert from the film and video information into a computer file format freeing the content from media deterioration and proprietary machinery.

Using our patent pending mobile digitizing laboratories are shipped to the customer's site, each film or video source tape is digitized simultaneously to a high bit rate computer file and a low bit rate file. This process is designed to create the high-bit rate master that would replace the tape or film as well as the low-bit rate for screening or research, which can be done on just about any modern computer. The content is then computer files just as a text or spreadsheet file and can be copied or stored just as any computer file.

The major advantage to the computer file is having the video and audio information in a format that is 'future proof'. As a computer file, it can be stored in whatever digital storage system the client desires including servers and high density DVD and easily migrate to newer systems as they are invented. This means that no matter what playback technology is invented and used in the future, the content will always be available easily and cheaply.

Videotape and film can only be played back on machines built to play them. These machines are not only expensive but with how fast moving technology, they become obsolete relatively quickly. Companies end up spending large sums of money just to keeping viewing machines on hand and to be able to recover their content. As a computer file format, the content can be viewed and played back on any modern inexpensive desktop or laptop computer and can even be accessed and viewed over the Internet.

In order to meet the demands of clients of all sizes, Media Archive Systems has developed a mobile modular system. Using single digitizing stations, encoding one source tape at a time; quad digitizing stations, encoding four source tapes by a single operator. MAS can put together any number of combinations to suit the budget and time constraints a client may have. Clients with very large libraries will want to use the MAS mobile system, which has available 32 encoders in a fully equipped self-contained semi-trailer.

Of course, one of the biggest concerns of any client is cost. Media Archive Systems not only provides clients with the best technical solution but also the most cost effective solution. Since the conversion is done on the client's premises, the costs and risks associated with shipping tapes off-site are non-existent. The content remains always available as the library is seamlessly converted to a more flexible format.