



## **Back to the Future... *Archiving on Film***

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## ACMEworks Digital Film, Inc.

- Founded in 1998, began operations in 1999
- Film recording, focus on archiving, broadcast television and animation
- We archive digitally captured and digitally born imagery to specialized 35mm film stocks
- Past fiscal year we archived over 300, 22-minute episodes - just fewer than 10 million individual 12.6 MP still images for our core clients

## Parallels in Digital Still Photography

- How might our processes apply to digital still photography
- Both market segments have migrated from film capture to digitally acquired images, and...
- Both segments have short, medium and long-term archiving concerns
- Both segments place a **'capital'** value on their images
- So how might **film archiving** serve **digital still photography**

## Film...

- is a *proven storage media*
- is *human eye readable*
- is *'hardware independent'*
- is *'software independent'*
- is *easily recoverable*
- is *cataloged visually*
- *failure is gradual and reversible*



## Tech Specs

- Up to **25.2 MP** recordable as an analog image per frame
- **Polyester film base**
- **'8 perf' format** ensures compatibility with commercial and consumer grade scanners
- **Color management profiling** to faithfully transition digital RGB to film YCM color space

## Value Proposition... *for the consumer*

- Familiar product
- Human eye readable
- Multitudes of recovery methods and options
- **'Archive Once'** - read many



## Value Proposition... *for the photo retailer*

- Competitive advantage
- Familiar product with proven track record
- Print friendly technology
- **‘Goodwill Builder’**

## Fantasy vs. Reality

- It is unlikely that a **purely digital** or **purely analog** archiving solution will present itself in the near future
- A more likely and **successful** archiving solution will be a **hybrid** solution

## 'End of the Roll'

- **Saving** and **storing** of digital files  $\neq$  archiving
- **Preservation**, not simply 'archiving' must be the **goal**
- PMA statistics...
  - 7.8 billion 4" x 6" '**digital prints**' in 2005...
  - May only represent 20% of **total** digital images captured in same time frame

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**ACMEworks Digital Film, Inc.** and **DIGINEG®**  
are proud to be part of I3A,  
the Consumer Photo Preservation Initiative  
and the SaveMyMemories.org web page

# THANK YOU!

