

*Future-proof
your media assets
from obsolescence.*

Media assets produced before the 1980's are deteriorating and run the risk of being lost forever due to poor storage conditions and the natural degradation of non-digital format materials.

Schedule 541-AIMS
Advertising and Integrated
Marketing Solutions

MEDIA ASSET PRESERVATION

RESTORATION ► MIGRATION ► ARCHIVING ► MANAGEMENT

Motion pictures, photographs and audio recordings capture important moments of history and culture. They are vital in the preservation of the past.

Those charged with oversight of their agency's media assets know the importance and urgency of finding the best methods to digitize and preserve these irreplaceable elements.

From vintage film and video to priceless master recording and source negatives, We have a wealth of experience in the preservation of high-value originals and masters across all media.

Restoration

It is the process of cleaning and then correcting or repairing old and/or damaged media (to the extent possible) then providing a copy presented in a restored modern format.

Film and audio recordings are particularly susceptible to decay and degradation from environmental factors and extensive use. Restoration services can remedy the damaging effects of age and revitalize a film, allowing priceless original films to enjoy a new lease on life.



Our team of restorers will inspect and restore your fragile, analog masters with the highest level of care and technological sophistication.

Migration (Digitizing)

As fragile media assets reach the end of their life cycle, it is critical to migrate them to new formats. Digitizing preserves quality, while enabling much greater access and distribution. We can work with virtually any media format to ingest it into an archive solution that allows for transfer to desired outlets. The same is true for obsolete digital formats like laserdiscs and minidiscs.

Archiving

Once digitized, the media must be organized and securely stored. To put it simply, your computer's hard drive is NOT an archive solution. Digital media assets can be stored long-term on Data Tape format (LTO5) or in the cloud. We can help you think through the options to design the best archival plan for your needs.

Management

Now you are ready to consider how to access and view all of your assets easily so that they can be re-used and re-purposed. We can help with that. PMLabs is a cloud-based (US government approved server), collaborative workspace and tool that organizes media and gives secure online access from anywhere there's an internet connection. If desired, it also provides an automated path to distribute your media to the web for public viewing.