

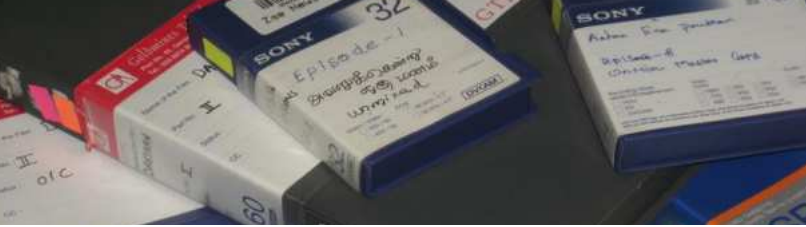


500 hrs. of

Tape Content Digitization

for one of the largest American
Entertainment Co.





About the Client

The client is one of the largest American Entertainment companies known for its technology, content and services for delivering ground-breaking new excitement and entertainment.



Business Need

The client held a huge repository of video footage on tapes and films that were of historical importance. An initial 505 units of audio/visual Tape sources (Betacam and U-matic) which contained an estimated 305 hours of content along with 16mm films in small numbers were to be digitized. These needed to be inspected, cleaned, repaired (if required) and then digitized within a timeline identified for easy access and preservation.



Challenge

The tapes had been acquired over time and had not been stored scientifically which meant the quality of these tapes ranged from good to bad. Also, Prasad had to work through its partner in Argentina and with their help consolidate all these tapes and ship them to India through our US office. The tapes were shipped under the STPI options introduced by the Indian Government. These tapes on arrival were inspected in India for their digitization readiness. This unearthed a Pandora of tape issues that needed to be fixed before they could be digitized.

Prasad's Solution

Prasad received 300 units of Betacam, 196 units of U-matic and 9 films in 16mm format. The Tapes needed to be digitized to Standard Definition (SD) format as final MXF (Material Exchange Format) files. The black and white films were to be digitized into 2K resolution in DPX format at a real-time speed of 25 fps.

A visual examination of each tape was done by a team of experts. The baking process was recommended for sticky tapes. The tapes were classified for manual cleaning which had to be done more than once, followed by mechanical cleaning on the RTI machine. Prasad has a dedicated physical cleaning team who gently handle the tapes through the indigenously made cleaning system with multiple passes to delicately remove the fungus. Tapes that were mangled or broken had to be straightened out and at times the tapes had to be spliced to get the digitization completed but this was after getting the client's prior approval.

Our workflow had the right technology built-in to facilitate bulk digitization, QC and artefact removal. The workflow was fine-tuned to ensure less than 1% error on the deliverables. The content Metadata was created using the client inputs since the project was in Latin, followed up with strict QC processes for the output onto ODA discs as was the client requirement.

Key Benefits

- Prasad took care of the complete logistics of shipping the tapes to India and back through its partner
- The tapes were digitized to the expected quality level
- Moderately damaged tapes were also restored and digitized which delighted the client
- Met the strict guidelines and scanner specification for film digitization because of their sensitive nature

