



THE TOP 3 MYTHS OF FILM DIGITIZATION.

THE TOP

THREE MYTHS

Over the year's film deformation, damage, deterioration and general chemical breakdown becomes unavoidable. Film digitization is a necessity today –for digital preservation, digital restoration and making content available to people through searchable online platforms. Be it physical libraries or digital media, media organizations and content owners are investing in Film digitization and archiving of legacy content.

While the digitization practices and technology we follow are constantly evolving, we discuss 3 key myths below that will reshape the way content owners and broadcasters view film digitization:

1 MYTH

Speed of scanning and safety is compromised while

DIGITIZING FRAGILE FILMS



Not true! Current generation scanners provide flexibility in adjustment of speed. Based on the physical & chemical condition of the element, appropriate speed of the scanner is decided by the experts without compromising the safety of the film & quality of the image.

Over the years the scanning technologies have improved and presently we are able to safeguard our precious films. Today's scanners ensure gentle and safe movement of the film reels using technologies like capstan drive enabled sprocket less optical stabilization. These scanners now are capable of managing shrunk & warped films, a typical issue found in many of old film based material.

MYTH

2

High Quality Scanners are Slow.

SCANNING HIGH SPEED

compromises quality

False! Thanks to the technological advancements, today's scanners are built with features to deliver very high quality output and at the same time safely handle high volume of film digitization in short periods of time. This means scanners capable of scanning at high speed and delivering high quality, is the need of the hour to handle high volume film content with Archives, Broadcasters and other content owners.

Quality output derived from a film scanner purely depends on the technologies like the type of sensors used, resolution capability, type of illumination, wet gate and other aspects. Today's scanners can provide features ensuring high quality output and yet not compromise on the speed of scanning.

MYTH

3

COST OF FILM DIGITIZATION

is high

Not true! Many a times cost of film digitization is seen as an unaffordable expenditure by some content owners. Due to the digital revolution, the demand for content is increasing rapidly. On the other hand, there is high probability that the films can be permanently lost due to aging.

Innovative options like onsite film digitization with dedicated scanners for specific timelines for a specific client are available with service providers. These options ensure content safety, eliminate logistic challenges, offer time bound project completion and customized solutions.

Considering, the monetization and heritage value of the film content the film digitization cost is usually a small percentage.



THE WAY AHEAD

To survive in the highly competitive market and remain profitable, film owners and broadcasters need to look beyond the myths of film digitization understand and devise new strategies to enable their content to reach out to the masses effectively.

For more updates on film digitization you can follow us on Facebook & LinkedIn. Also, our expert technicians around the world would be glad to provide a free consultation on our state of the art scanning machine "Scanity" and the solutions we provide for film digitization.

Feel free to reach out to us at info@prasadcorp.com



+91 97890 26789



info@prasadcorp.com
www.prasadcorp.com



28, Arunachalam Road,
Saligramam, Chennai - 600 093, India

