

What's Coming Next?



Many of the videotape transfers that I do are actually 2nd generation transfers. They contain footage of family memories that were previously on 8 mm, Super 8, or 16 mm film. As videotapes became more popular, families would move their memories onto them so as not to lose them.

Now, as the videotape market has given way to the digital age, more and more people are realizing that to keep those same memories safe, they have to be transferred once more... this time to a digital format.

What people may not know is that there are choices as to what kind of format to use.

In my area, people still seem to be most comfortable receiving DVDs and we produce quite a bit of them. We use archival quality disks, complete with menus, chapter markers, and titling on the face of the disk. They look and sound great as we only use professional encoding equipment. But there's no guarantee that the DVD market will not go the same way as the videotape market did. In fact there are signs that the transition is already underway.

It is our business to provide memory loss prevention for families and we are prepared to offer our clients an alternative to the DVD. We call it [DVA – Digital Video Archive](#). We can convert your memories (whether they are on film or videotape) to a digital format to be stored in your account on a server. This enables you to stream your memories directly into whatever device you have... wherever you are. It works across all platforms: you can watch on your computer, your smartphone, your tablet, or your smart tv. And, because it was designed to be a sharing platform, it is the best and easiest way to share those memories with anyone on the planet.

We still produce DVDs for anyone who desires them, but we also offer DVAs for people who might want to avoid the need to save their memories once more should the DVD technology ever become obsolete. Here's a little explainer video we put together to introduce our newest service.

Michael Ondrasik and Home Video Studio of Mount Dora specialize in the preservation of family memories through the digitalization of film, videotapes, audio tapes, photos or slides. For more information, call 352-735-8550 or visit www.homevideostudio.com/mtd.