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## **acmeworks digital film launches DIGINEG:**

*Hollywood-quality film-based archiving for consumers and business*

CALGARY, January 15 - For nearly a decade, major Hollywood studios have depended on **acmeworks digital film** to preserve their digitally created assets on film. Now the same technology is available to consumers and businesses.

**acmeworks digital film** today announced the launch of DIGINEG, a comprehensive service to safeguard digital images and documents on archival-quality motion picture film.

"Today, most images are captured and most documents are created using digital media," says **acmeworks** President Steve Hagel. "Digital media are a fast and convenient way to create and manipulate these assets, but they are chemically and mechanically unsuitable for true, long-term archiving."

CDs often begin to degrade in as little as five years. Images and documents stored on hard drives could be lost due to the future obsolescence of operating systems and computer hardware. Consumers and businesses storing important assets on CD or hard drive could find them inaccessible when they attempt to retrieve them.

Motion picture film, by contrast, is genuinely archival. As long as there's a source of light, images can be viewed and reproduced. Film is also chemically and mechanically stable, with a known life of hundreds of years. Regardless of the future direction of technology, film will remain viable.

Hagel explains that the DIGINEG service uses high-tech film recorders to transfer digital, CD-ROM and video material to motion picture film. The film is stored in the same climate-controlled vault facility that has long been the trusted film archive for major Hollywood studios.

"We've already seen tremendous interest in DIGINEG from both amateur and professional photographers," says Hagel. "We expect that businesses and governments, as they become more aware of the dangers of digital media storage, will become major clients as well. Digital is about convenience, but permanence demands film."

*Founded in 1998 and based in Calgary, Alberta, **acmeworks digital film** is a specialized post-production service company dedicated to digital film recording. From video-to-film or digital data-to-film, **acmeworks** combines industry-standard hardware and software solutions to flawlessly transfer imagery to archival-quality motion picture film.*

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