



CINTREX AV

Media Conversion Digital Preservation Video Editing

Learn How To . . .

Manage Video Clutter and Organize Your Digital Library

This e-book will help in maintaining your video collection and preserving your family's memories.

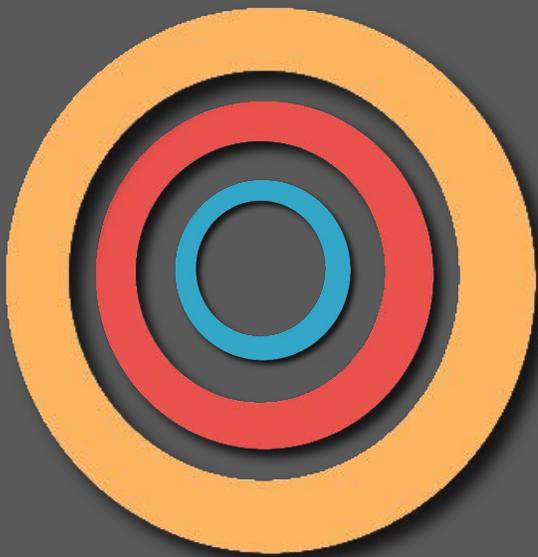
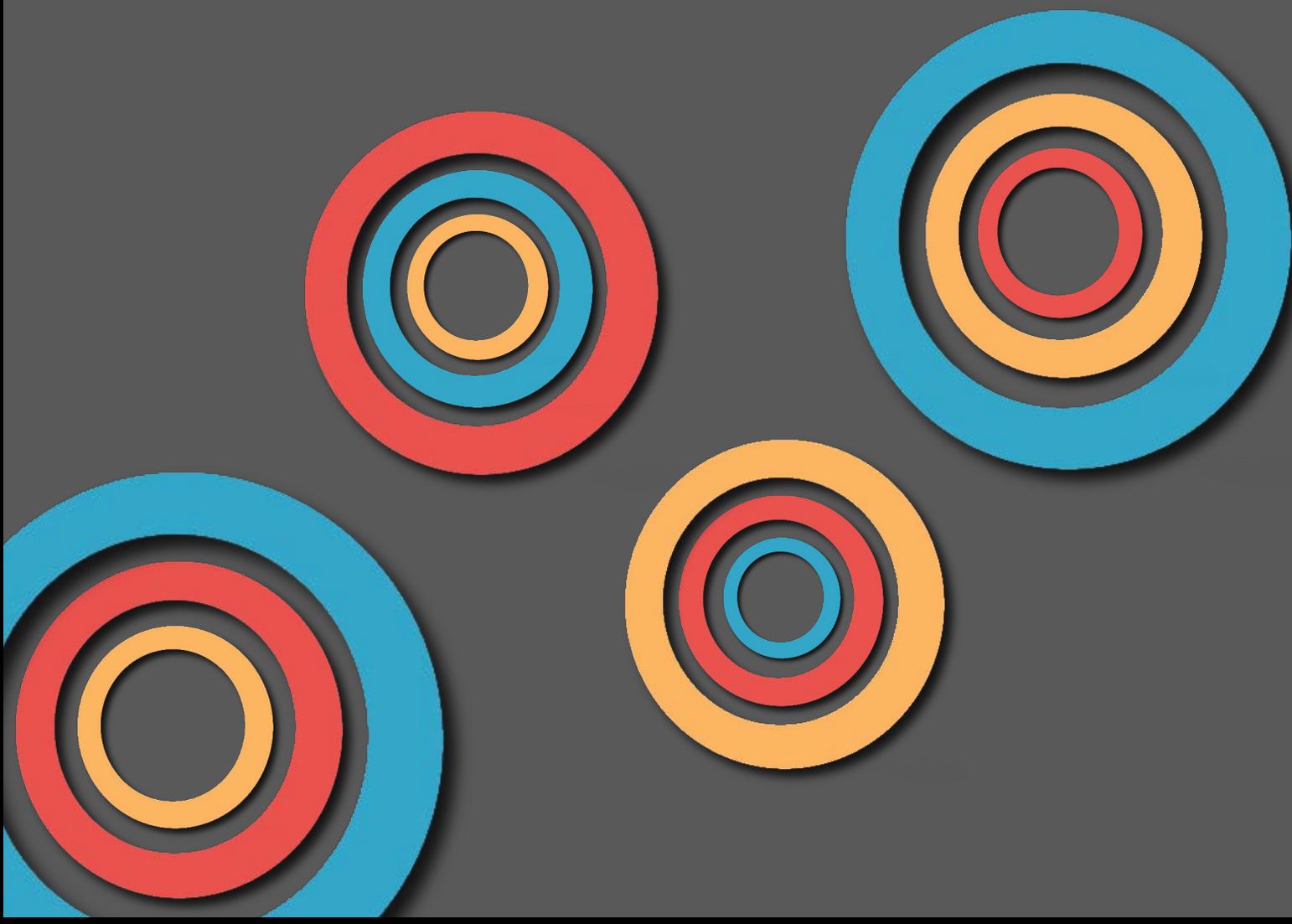


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INTRODUCTION

Recording home movies and sharing videos with friends are fun activities. Videos are the best way to record life's memorable moments. New recording and editing technologies make it increasingly easier to take movies, edit them, and share them with others across the Web. The videos are then saved to a variety of flash drives, memory cards, external hard-drives, DVDs, and online hosted services. This collection, together with the pre-existing collection of video tapes and 8mm/16mm film, represents a significant amount of video content. Video collections can contain the most important information, memories, and recollections of the past, and are considered cherished assets, sometimes more valuable than monetary investments.



This guide is for the person or family interested in both managing and preserving their video library.

The Challenges of Video Clutter

What is Video Clutter?

- Video clutter is an unorganized, growing collection of home movies recorded with cameras, camcorders, tablets, and cell phones; then stored on a variety of video tapes, 8mm and 16mm film reels, memory cards, flash drives, DVDs, and computer hard-drives.

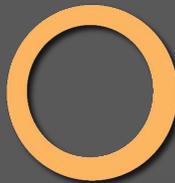
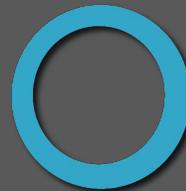
Why Fix Video Clutter?

- Diminish permanent damage to content quality that deteriorates and degrades over time.
- Reduce the loss of relevant information about who or what was captured.
- Lessen the opportunities for misplaced footage that unorganized collections create.
- Preserve family's digital legacy for future generations.
- Decrease costs in the long run by proactive maintenance.

ROADBLOCKS

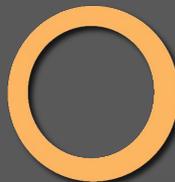
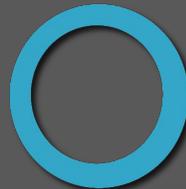
What problems are keeping you from managing and preserving your video collection?

Apathy - the lack of caring and commitment



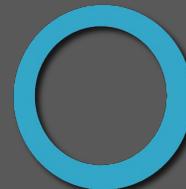
Procrastination - putting things off for another day

Lack of resources - not having the time and money available



Accommodating change - the fear of changing over to new unknown formats and losing something in the transition

Feeling overwhelmed - lost on where to begin



These roadblocks can easily be overcome. Removing clutter begins with a sense of urgency about the legacy you will be leaving behind and the money you will be saving in the long run with proactive care.

Best Practices for Managing Video Clutter . . .

Create a mission statement and work plan.

Know why you want to preserve your family's legacy.



PLAN

Keep only the most important memories, recordings with the most impact. This usually means about 25% of your video collection.

Schedule regular time for pruning (removable of the other 75%).

Periodically educate yourself on the latest trends in technology.

Keep a regularly updated list of all your recordings.

Create a system of common categories to organize your video collection, such as events, people or years.

Pick a common digital file format that can be recognized by your computer and editing software (examples are .mp4 or .mov)

Add in metadata information (via video editing software or updating the files properties tab) that contains keywords, titles, and video descriptions. This is important for future searches for files.



ORGANIZE

Best Practices. . . (continued)

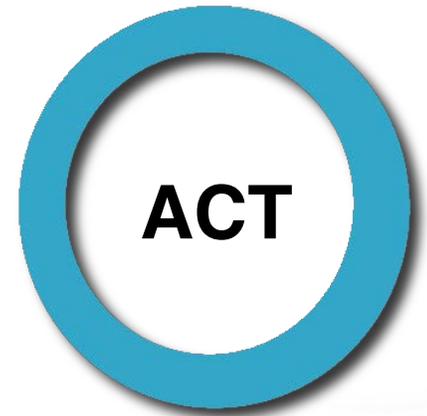
Sense of urgency - How important are your videos to you? How would you feel if you lost all of your recorded videos tomorrow and they weren't digitally backed up?

Have a completion date in mind for your project and stick to your plan.

Start your project by doing a little bit at a time.

Prune a few videos a day, label files for a couple of hours a week, and soon you will reach your end goal.

Simple steps create an overall easier process with less stress.

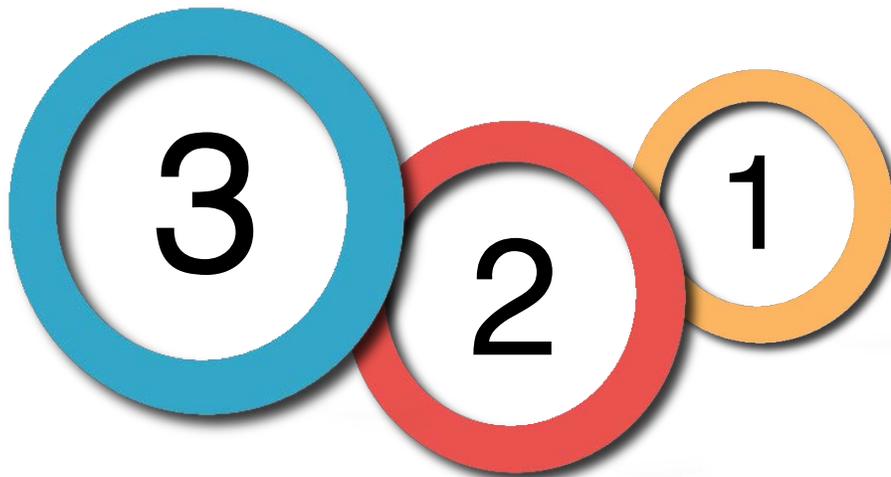


Other consideration in best practices . . .

While organizing your video library you may come across tasks that are out of your scope of abilities. It is recommended to perform any tasks that your skills will allow, because no one knows your family and content like you do. However, processes like conversion and digitization of film or video, adding in onscreen titles, and creating pop up menus are out of the average consumers comfort zone. Consider then outsourcing that portion of the project to a professional who will get the job completed and in most cases will save you time, which is well worth the additional cost.



Securing and Backing Up Your Memories . . .



There is an old IT rule, the rule of three (3-2-1) that you should consider when archiving all of your video content. It states to make 3 copies of anything you care about, in 2 different formats, with 1 offsite backup. This is a great rule to follow when preserving your video collection. We recommend saving your video files in three different places with different formats for play and storage.



Remember to do research when choosing digital file formats. The formats you choose may be dependent on what you plan to do with your files and what type of software and hardware you have.

Other considerations:

Online Storage and Availability of Your Recorded Videos

There are several items to keep in mind when thinking about storing your video files on a hosting service.

COST

Both paid and free services are available. Examples are Amazon's S3 network, to Google's Drive, and Apple's iCloud.

CRITERIA

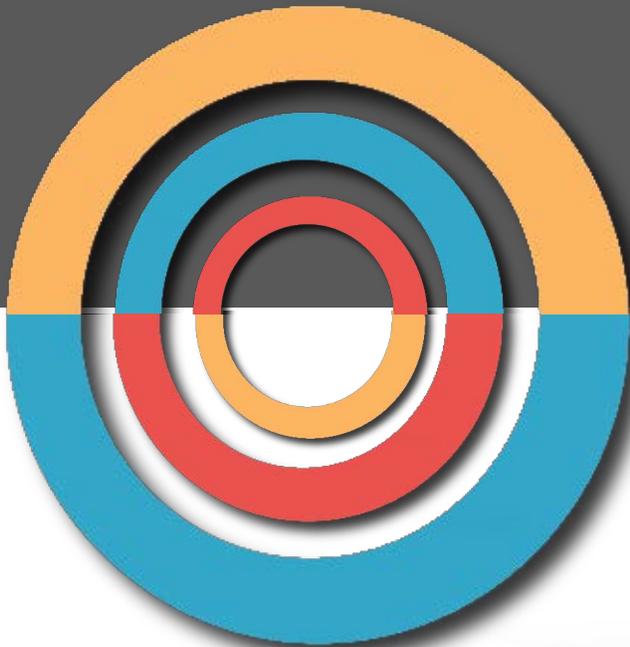
Data reliability, durability, and availability. How accessible is your data, can it be retrieved from anywhere at anytime, and how is it backed up.

SHARING

Are you going to view your own content or share with others across the internet? Social network sharing is great to showcase your video collection with friends but just remember that once you put your collection online via Facebook or YouTube it is no longer private and can be viewed by anyone.

When choosing a service, you should look at all of the options and select one that best suits your needs and desired level of protection.

Long Term, Store It Yourself Options



Flash Drives or thumb drives store your video collection in digital files and are easy to access and readily available for viewing or editing.

M-DISC is a special archival disc, holding approximately 5GB content that can be read or played by DVD and Blu-ray players manufactured after 2009. The M-DISC is rated by the US Dept. of Defense to retain information content for up to 1,000 years, well beyond the limits of any other optical disc.

LTO-6 Tape is used by the film industry and corporate IT departments for permanent archive of video content. One LTO-6 tape can store up to 2.6TB of video content or approximately 2,600 hours of .mp4 formatted video

Benefits to Preserving and Managing Your Video Collection

**Knowing what you have
and where to find it in
your video collection**

**Having copies readily
available to work with in
multiple formats**

**Creating an organized
library for sharing and
preserving memories**

**Knowing your family's
legacy can continue on
for future generations**



In Conclusion...

Video collections contain irreplaceable memories that need to be properly cared for and preserved. Organizing and maintaining your video library takes a lot of time, effort, and sometimes even money, but it really all starts with you. Create a plan, put in some time and dedication, and get started preserving your family's legacy today, while removing the video clutter from your life.

For any additional information on managing and preserving your video library or feedback contact us on our website at www.cintrexav.com or you can reach us on Facebook or Twitter!

Glossary

Digitizing - converting physical media into digital files to be processed by computers.

GB - Gigabyte is a measure of computer storage Roughly around 1,000,000,000 (1 billion) bytes the equivalent of 1 hour of video content in .mp4 content.

LTO-6 Tapes - Digital archival tape with storage capacities of 2.6 TB of video.

M-Disc or Millenniata Disc - digital archival disc with storage capacities of 5GB for up to 1000 years.

Metadata - Information and keywords embedded in the video file.

MP4 - MPEG-4 is a video file format that is compressed and commonly used in internet sharing.

Pruning - cutting, trimming , or removing sections or entire clips from your video library.

TB - Terabyte is a measure of computer storage roughly around 1,000,000,000,000 (1 trillion) bytes equivalent to 1,000 gigabytes.

