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Video Transfer joins the Picturepark Partner Network

Partners in preservation protect and unlock the value of audiovisual collections

Video Transfer and digital asset management software maker Picturepark of Aarau, Switzerland have joined forces to help owners of audiovisual collections maximize the benefits of migrating film, video, and audio collections into trusted digital repositories.

“Picturepark’s digital asset management software is not only endowed with unique killer features such as Adaptive Metadata that make cataloging and discovering media assets highly efficient, it is also backed by a company committed to building and maintaining the long-term value of collections through reliance on industry standards”, says Video Transfer’s Chief Technical Officer, Nash Bly.

“Picturepark has gone beyond its commitment to producing high quality digital asset management (DAM) software by offering the archiving community an independent forum to support informed decision making”, he adds.

Picturepark is known for several digital asset management community-building activities: the DAM Guru Program that provides an exchange of information and ideas between professional archivists, webinars that feature industry leaders illustrating best practices, free eBook downloads, including a 101-page excerpt from the acclaimed DAM Survival Guide, and links to case studies and numerous online resources.

“Video Transfer’s dedication to the meticulous conversion of legacy audiovisual media into digital assets is ideally matched with Picturepark’s ability to enhance the value of audiovisual collections through productivity gains, cost savings, added revenue, and extended access”, explains Jim Trafidlo, Business Development Manager for Video Transfer.

Picturepark customers include Siemens, De Beers Diamond Jewelers, Northern Arizona University, and Las Vegas Sands Corp. Picturepark’s Swiss parent company Vision Information Transaction (VIT) was founded in 2000 to provide metadata and media standardization services and would become home to Picturepark. Learn more at:

<http://picturepark.com>

Video Transfer has been providing audiovisual conversion, duplication and distribution services to the media community since 1986. Video Transfer’s archival transfer customers include Isabella Stewart Gardner Museum, Boston Public Library, public broadcaster WGBH, College of the Holy Cross, and New England Research Institutes. Learn more at: <http://vtiboston.com>