

## A place where archives come to life.

Hundreds of hours of videos. Thousands of still images. Millions of feet of motion picture film and sound. These and other forms of dynamic media remained locked in physical archives — undiscovered, out of sight and inaccessible to organizations and legions of potential new users across the globe. As new opportunities to leverage content in the digital universe emerge, unlocking the value of these archives has become both an incredible opportunity and a daunting challenge.

But simply digitizing your collection only gets you half way there. From a users perspective, whether they be a researcher

looking for that elusive hidden fact, a documentarian looking for that never before seen clip or a corporate CEO looking for the next great thinker from within the organization, content may as well not exist unless it can be found. Searching through these vast content libraries requires comprehensive metadata — descriptions, definitions and tags identifying the content, its components, even its mood. The more thorough and accurate the metadata, the more likely the material will be accessed, the more likely the material will be used, the more likely users will return.

Deluxe Archive Solutions has answered

this challenge with a suite of services to help turn these archives — often seen as liabilities — into assets. With nearly 100 years of content management expertise Deluxe has the experience and personnel to assess physical assets, organize them, describe them and enable their digital future.

### MaaS architecture

As part of its content maximization platform Deluxe leverages a distributed, highly skilled, North American-based professional labor pool to generate metadata as an on-demand service. This Metadata-as-a-Service (MaaS) architecture is an evolutionary,

The results are returned in a **gallery view** that maximizes the available visibility settings of your browser. A preview image can be clicked to play or learn more information such as the associated documents, metadata, transcriptions, prices and so on.

To help **filter** the contents of the library, a full array of categories are available to select from. If you don't know exactly what you're looking for and may need some inspiration, use the contextual categories to browse by meaningful subject area. The keyword search box located above the categories is simple to use: just type whatever comes to mind in the search box and click Enter.



Below each thumbnail is a **clip category** and brief summary description. Depending on the customer's requirements, adjacent the icon to play the clip are customizable options for displaying business metrics such as ratings (stars), downloads (count) and popularity (preview counts).

disruptive innovation that allows content owner to tap into vast human resources, with no incremental capital expenditures and no start up expenses.

### Breaking the time barrier

Where once it may have taken a single consultant 30 hours to tag and transcribe an hour of content, we leverage literally hundreds of consultants so that the same content is completed in a single hour. A robust set of workflow tools were developed to manage the end-to-end process. Custom designed processes assist in segmenting content into small, 5-7 minute clips which are then assigned to qualified, trained personnel. The assignment process is based on an intelligent match between the clip subject matter and the individual's education, expertise and prior work history.

Worried about security? Content is centrally managed and clips are never downloaded — watermarked, proxy-level versions are streamed to our consultants with SSL encryption. Consultants have the freedom to work any time any day, however, the platform has the ability to monitor each key stroke — we even know when the consultant is working or taking a break!

In a recent case study, the owner of a large television library found that digitizing, describing, transcribing and clipping over 3,000 hours of content would take less than six months using a Deluxe's MaaS model. Other solutions, leveraging the traditional "hire internal resources to describe" model were expected to take 2-3 years to complete at a cost that, in some cases, was over \$1,000,000 more than the Deluxe solution!

### Bridging the physical to digital gap

Developing cost effective tools for creating robust metadata, content transcriptions and interactive platforms. Creating jobs in North America while unlocking valuable historical and cultural icons. Come see how Deluxe is using over 95 years of experience to open the doors of 20th century collections to 21st century opportunities.

For more information, including scheduling a live demonstration, please contact:

**Tyler Leshney**  
818.525.2128  
tyler.leshney@bydeluxe.com

**Bob Schumacher**  
818.525.3888  
bob.schumacher@bydeluxe.com  
[www.deluxearchivesolutions.com](http://www.deluxearchivesolutions.com)

When any clip is selected, static information is **displayed** in the upper left, such as the associated thumbnail image, category, title and brief summary description. The clip plays in the body of the screen with player controls (pause, resume and edit mode). Edit mode, when enabled, provides the ability to dynamically define a new clip using visually intuitive begin and end sliders.



Details about the selected clip can be organized into **tabs** designed by the customer which may include general metadata information, technical information (NTSC/PAL format, remaster details, total run time, color gamut, etc.), transcript, associated segments and downloadable documents with version tracking.

The transcript is shown automatically advancing in real time along with the **moving play head**. The user has the ability to bypass the automatic display and move through the entire transcript using the vertical scroll bar. The transcript and video are linked — the user can click any sentence and the play head will quickly jump to desired scene. Likewise, the user can move the play head and the transcript will quickly jump to the desired sentence.