

# News from

Representing MWA Nova film products in the US and Canada

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## SAMMA Does Film!

*flashtransfer* digital telecine integrates with Front Porch Digital's SAMMA Solo to provide access to news and other film libraries. The combined solution will be shown at NAB 2009.

For Immediate Release:

(Louisville, Colorado)—There's a new option in the field of film to digital conversion—MWA Nova's *flashtransfer* digital film transfer system teamed with Front Porch Digital's SAMMASolo/DIVASolo content management systems.

The combined solution will be shown publicly for the first time in Las Vegas during the National Association of Broadcasters show, April 20-24 at the Front Porch Digital booth, SU6117.

"This pairing enables 16mm and 35mm film to be easily turned into high quality digital files with a significant amount of automation, quality control and a reasonable cost per file," says Dave Polyard, Front Porch Digital's Senior VP of Strategic Sales.

The products were recently thoroughly tested and certified at the Front Porch Digital facility in Louisville, Colorado.

During the testing, "We verified that the *flashtransfer* is easy to use and makes high quality pictures which provide access to old film libraries for any number of uses," Polyard says. "We transferred a number of hours of film, including footage I shot as a reporter/photographer in the early 1980's. It looked great, considering it was stored in an attic for 20 years" Polyard says.

MWA's US representative Ted Langdell says "The key things that make people go 'Wow!' are picture quality and simplicity. New users pick up how to make good-looking film transfers quickly. Some in five to ten minutes," he says. "We invite people to see just how easy it is in Front Porch's booth at NAB... with our film or theirs."

Langdell's company—flashscan8.us—supervised the sale and installation of the first *flashtransfer* package in the United States. Sandia National Laboratories in Albuquerque, New Mexico, replaced an aging Bosch FDL-60 telecine.

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"Replacing older, maintenance-intensive equipment with *flashtransfers* is a trend in Europe," adds Justin Haslam-Lucas, MWA Nova's Corporate Business Manager. The *flashtransfer* is built to be used in 24 hour a day environments. Some users keep film rolling almost every minute," says Haslam-Lucas.

"We've installed *flashtransfers* at television archives in Switzerland and Cuba, national film archives in Iceland and Bulgaria, film schools in Finland and Great Britain and a host of commercial companies in Germany, Sweden, the Netherlands, France and Russia," he notes.

"We're excited about pairing *flashtransfer* with the Front Porch SAMMA Solo and DIVASolo systems," he says, "because users will be able to realize a significant return on their investment compared to other methods of digitizing."

According to Polyard, "When combined with Front Porch Digital's technology, this becomes much more than a simple film to digital conversion. The SAMMA Solo captures technical metadata of the film file as it is created and can hand-off up to 7 different video files to the DIVArchive product where content based metadata can be tied to the new files. This Technical and content based metadata information can then become part of a complete digital workflow as the content is accessed for reuse". Polyard added "old film can be very fragile and by creating multiple digital file formats on a single pass is a key benefit to combining *flashtransfer* with SAMMA Solo".

The combined *flashtransfer* and Solo products will be available from all three companies. Testing of the products will continue in order to certify them for use in archival settings such as museums and national archives.

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### About the companies:

Front Porch Digital is the global leader in content storage management (CSM) solutions and with the recent acquisition of SAMMA Systems becomes the global leader in the migration and preservation of videotape to digital files as well. Having merged operations with SAMMA, Front Porch provides an end-to-end solution for cost-effectively digitizing, accessing, and preserving media past, present, and future. More information about Front Porch Digital and its new SAMMA solutions are available at [www.fpdigital.com](http://www.fpdigital.com) or at NAB booth SU6117.

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**MWA Nova, Berlin** has manufactured high end solutions for the post-production industry since 1947. The company's MB51 magnetic audio recorders have been a staple in feature film dubbing facilities for more than 20 years. In 1995, MWA created the revolutionary LLK series of laser optical sound recorders for motion picture sound tracks, the first major advance in optical sound technology since 1947. The LLK has been installed in major studio and archival sound facilities world-wide. Since 2002 MWA has been developing more visual products aimed at high end video and film postproduction. The flashrecord 35mm film recorder uses a high intensity LED light engine and Liquid Crystal on Silicon imaging engine to put HD and SD images onto 35mm film at up to 30 frames per second, with 2K and 4K awaiting hardware. The company's flagship product, flashscan for 8mm, Super8 and 9.5mm film led to development of the *flashtransfer* for 16mm and 35mm film. MWA Nova's new flashscan HD began shipping in March, 2009, and is the first faster than real-time HD transfer system on the market for any gauge of film. More information about the company is available at [www.mwa-nova.com](http://www.mwa-nova.com)

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**flashscan8.us** is the exclusive representative for all MWA Nova products in the United States, Canada and selected other territories in the Americas. The company couples MWA products with other high quality equipment from companies including JVC, Matrox, Cal Digit—and now Front Porch Digital—to provide archives, service providers and post production facilities with complete systems for archiving film and videotape. See more about flashscan8.us and find North American product information sheets at [www.flashscan8.us](http://www.flashscan8.us)

**Editors' please note:** The proper spelling of *flashtransfer* is with a lower case "f," and the name in bold italics. Thank you.

**Media Materials:**

Logos for all three companies' product information sheets and high resolution photos of the *flashtransfer* and SAMMASolo can be downloaded at: [www.flashscan8.us/media/flashtransfer-Solo/](http://www.flashscan8.us/media/flashtransfer-Solo/)