



 **SaveMyMemories.org**



What Is SaveMyMemories.org?

SaveMyMemories.org is an informational Web site, designed to help consumers understand how to protect and preserve their digital memories for generations to come. I3A's member companies understand the complexities introduced by the rapid adoption of digital imaging all too well. As a first step in overcoming these challenges, I3A's Consumer Photo Preservation Initiative group developed the SaveMyMemories Web site.

The SaveMyMemories Web site explains:

- How to create a backup solution for long term storage
- The pros and cons of various storage methods and media
- Tips for organizing photo collections
- Tips for recovering digital photos that are lost due to computer crashes, viruses, etc.

Additionally, the site provides several resource links that enable visitors to stay informed about technological advances and allow for further exploration into the world of digital photography. By following the advice on the site, consumers are better equipped to properly store, organize and manage their precious digital memories for decades.

Why is SaveMyMemories.org Important To Me and My Company?

As a member of the imaging industry, you know that your relationship with consumers is built on trust: trust that their cameras will work, trust that their photos will be handled with care, and trust that they will be able to share their photos with future generations. The advent of digital imaging has not altered the trust factor, but the new technological obstacles to memory keeping could drastically alter the situation. Although the introduction of digital technology has increased complexities and changed the way we capture and share our photos, the desire to safeguard our visual heritage remains the same. The lack of information on storage methods and media previously available to consumers makes SaveMyMemories.org an invaluable tool for the imaging industry and consumers alike.

How Can My Company Get Involved?

I3A has formed the Consumer Photo Preservation Team (CPP) as a way to tap into the minds of the innovators and leaders of the imaging industry and ensure that SaveMyMemories.org continues to be an effective and useful site for years to come. As new technologies and customer solutions are developed, updates will be required in order to reflect advances in the areas of image preservation and storage. In addition CPP members will drive new ideas for educating and supporting consumers' needs to preserve and protect their digital memories for future generations to come, from which new I3A activities and/or initiatives could arise.

Participation in the Consumer Photo Preservation Team is open to all I3A Member Companies. For more information on joining I3A's Consumer Photo Preservation Team, please contact Donna Cohn, Standards & Initiatives Marketing Coordinator (+1 (914) 285-4933, ext. 14 | donnac@i3a.org).