

The rapid growth of digital photography has increased the complexities and challenges of storing and preserving our collective visual heritage exponentially – choices now involve evaluating media, software, and backup solutions; it is far more complicated than the simple scrapbook vs. shoebox decision of the past.

As a way to overcome these complexities and challenges, and make life easier for consumers, the members of I3A's Image Preservation Interest Group formed the Consumer Photo Preservation (CPP) initiative. As a first step, contributors to the CPP initiative developed SaveMyMemories.org, an on-line resource where anyone can discover and learn about tools, tricks, and techniques for protecting and preserving their digital memories. The site currently addresses:

- 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.

In addition, it provides links to other resources that help visitors to stay informed about technology advances and other areas of exploration within the dynamic world of digital photography.

Why is the Consumer Photo Preservation Initiative Important to Me & My Company?

When it comes to photo memories, you know that your relationship with your customers is built on trust— trust that their cameras will work, that their photos will be handled with care, and that they will be able to find, view and share their photos with friends, family and future generations. Constantly evolving digital technologies are increasing complexities while creating exciting new opportunities for how we capture and share our photos, yet the desire to safeguard our visual heritage remains the same.

I3A's Consumer Photo Preservation Initiative is where innovators and leaders interested in the image preservation community gather to determine the necessary steps to insure that SaveMyMemories.org continues to be an effective and useful site while developing additional pathways for increased profitability for all players.

How Can My Company Get Involved?

We're ready to take the site to the next level: Join us as we create [SaveMyMemories 2.0](http://SaveMyMemories.org)— a new, more interactive community-focused site, driven by key user needs and offering personalized solutions that include your products. The new site will provide more engaging, actionable content and social networking support to meet the demanding needs of today's highly connected users.

Participation in the Consumer Photo Preservation Initiative is open to all I3A Member Companies who are part of I3A's Image Preservation Group.



If you would like to learn more about how to get involved in the CPP Initiative, please contact Donna Cohn, Standards & Initiatives Marketing Coordinator (+1 (914) 285-4933, ext. 1 | donnac@i3a.org).

If you are not currently a member of I3A and would like to discuss membership options please contact Noel Mareno (+1 (214) 244-1927 | noelm@i3a.org).