

INDIA TV APPOINT VECTRACOM, A MEMORIST DIVISION, TO INITIATE A PLAN TO SAFEGUARD AND DIGITISE ITS AUDIOVISUAL AUDIOVISUAL HERITAGE



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INDIA TV, one of India's leading news channels, has announced the launch of an unprecedented process to modernise access to its content. Vectracom, a MEMORIST company and European leader in the preservation of audiovisual heritage, has been commissioned to digitise the Indian channel, comprising 31,000 hours of content, from July 2023, thereby helping to preserve a unique audiovisual memory.

The channel is initiating this massive backup and digitisation plan in order to preserve its audiovisual archives, which represent a unique part of the country's history. The nature of the threats varies according to the media. Films, video tapes and sound recordings are subject to all kinds of physical, chemical and biological damage caused by heat, humidity, fungi and insects. Added to these causes are the obsolescence of formats and playback machines, as well as the vulnerability of programmes recorded on a single medium.

Vectracom, a European leader in the preservation of audio, video and film heritage specialising in media digitisation solutions, will be working with SRSG, a renowned systems integrator in India, to bring this project to a successful conclusion. MEMORIST's company, which usually offers tailor-made solutions to ensure that this type of large-scale project is carried out in the best possible conditions and within the shortest possible timescale, is acting here as project management assistant to provide INDIA TV with its expertise and technical support throughout this major modernisation process.



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Vectracom is renowned for its mastery of multi-disciplinary skills (video, audio, film and content metadata management), complex processes, workflows and meticulous methodology for handling a large-scale project within a controlled and monitored timeframe. It will therefore be providing its expertise and state-of-the-art equipment to meet INDIA TV's specific needs.

The company will also make available its experts and its specially developed interface to facilitate efficient management of the audiovisual digitisation process. In short, Vectracom is supporting INDIA TV throughout the production phase to ensure a smooth transition to new, fully digital working methods.

Phase 1 of the digitisation of INDIA TV's video archives is a significant first step in the channel's digitisation programme. It will give the channel easier access to its archives. It will also enable INDIA TV :

- The implementation of a multimedia asset management system for easy access to tapeless archives,
- Reducing response times for documentation teams to supply the antenna and
- Facilitating the marketing of content by managing the associated rights.

MEMORIST's involvement in this project confirms the group's vocation to safeguard all types of heritage, believing that everything that has contributed to the enrichment of cultures deserves to be recorded in the collective memory and preserved for future generations. "Television and radio archives are often overlooked in this quest for memory, yet they highlight the cultural, historical, social and ethno-sociological specificity of the context in which they emerged," says Célia Létienne, co-CEO of Vectracom, a MEMORIST company.

They are also powerful tools for promoting the country of origin by presenting its various political, economic, industrial, cultural, religious, tourist and other facets. "Accompanying this unprecedented project in India, with a channel of this scale, enables MEMORIST to participate in the more global effort to modernise the audiovisual landscape in India, the world's leading film industry," says Laurent Onaïnty, Managing Director of MEMORIST.

This first intervention in India, a major holder and producer of content and film holdings, makes Vectracom the first European company to deploy this expertise in this key territory of the global audiovisual landscape. This initiative testifies to MEMORIST's commitment to innovation and modernisation, reinforcing its position as a leader in the preservation of audiovisual heritage worldwide.



MEMORIST

HERITAGE & BEYOND

MEMORIST, THE LEADING SKILLS CENTRE FOR PRESERVATION AND RESTORATION, DIGITISING AND SHARING OUR HERITAGE.

The Mobilitas Group has brought together five leading players to create MEMORIST, the first skills centre for :

Preservation: MEMORIST offers strategic support to holders of heritage collections of all kinds, to establish targeted action plans.

Restoration: MEMORIST uses traditional methods to restore all types of ancient documents (parchments, bundles, covers, iconographic documents, film supports, etc.) and contemporary documents (administrative documents, audiovisual and film supports), in order to prolong their life and give them back the appearance that time may have altered.

Digitisation: MEMORIST digitises paper, iconographic, audio, video and film documents in 2D, and sculptures, monuments and historic sites in 3D, for the purposes of conservation and distribution to different audiences.

Sharing: MEMORIST facilitates the enhancement of heritage, whether historical, documentary or architectural, by relying on a perfect mastery of digital and immersive technologies.

MEMORIST's unique expertise is undeniably recognised on the French market, and it is part of a group that is resolutely focused on the future.

with an international outlook and a presence in almost 100 countries. Its 240 experts deploy their know-how, in France and abroad, to support museums, public and cultural institutions, private companies and NGOs.

The combination of traditional techniques and innovative technologies supported by human talent means that we can implement tailor-made solutions or large-scale projects.

MEMORIST offers a full arsenal of expertise to enhance the value of our heritage, whether tangible or intangible, paper, photos, audiovisual, tangible or built.

MEMORIST's achievements in France include the restoration of eighth-century parchments, the 3D digitisation of the Victory of Samothrace at the Louvre, and the management and preventive conservation of Renault's heritage collections.

Other projects include the complete digitisation of Mont-Saint-Michel Abbey and Notre-Dame de Paris, as well as an immersive experience at the Musée d'Orsay thanks to a virtual reality system.

Internationally, Memorist has deployed its expertise in Switzerland (UN, TAG Heuer), South Africa (Jagger Library), Kuwait (Ministry of Information), Austria (National Library), the United Arab Emirates (Louvre Abu Dhabi) and Ethiopia (holy city of Lalibela).

The MOBILITAS Group

Founded nearly 50 years ago and now run by the 3rd generation of the Taïeb and Castro families, the MOBILITAS group is an intermediate-sized company (ETI) specialising in the mobility of goods and people, physical and digital archiving, and the digital preservation of heritage.

The group, which is present in 97 countries and employs more than 4,400 people, relies on its own network on the one hand and its exclusive agents on the other to offer its customers an unrivalled service in all its sectors of activity. The long term reflects its philosophy and culture, which guide its major business and investment decisions. Decisions that regularly shape and strengthen the Group as it moves towards new processes, new businesses and new horizons.



Watch the Memorist presentation video by clicking on the link below
www.thememorist.com/video

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MEMORIST

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THE FIVE MEMORIST EXPERT COMPANIES

Arkhênum :

As a leader in digitisation and heritage enhancement, Arkhênum helps to shed light on the past and preserve what exists so that history can be passed on to future generations. From archive audits to collection development consultancy, Arkhênum supports its customers at every stage in the development and deployment of their heritage strategies. With the largest technology park in Europe, Arkhênum digitises all types of media, from the simplest to the most complex, whatever their format, material or state of preservation.

Graphic Art & Heritage :

From laser scanning to 3D digitisation, from 3D modelling to augmented and virtual reality, AGP offers its innovative approach to art and historic monuments, for museums, institutions and businesses. Thanks to its R&D department, which specialises in architectural and archaeological surveys, in 2009 it developed the first mobile augmented reality prototype for reconstructing settings.

Bookbinding in the Limousin :

Since it was founded in 1950, the company has been restoring precious works from the libraries of the Senate and the National Assembly, and later those of the departmental and municipal archives. From the restoration of antique collections to traditional bookbinding, La Reliure does its utmost to appraise, conserve and restore the written collections of our past. In 1990, La Reliure became a training centre for the craft of heritage conservation. Since 2010, La Reliure has been a Living Heritage Company.

TRIBVN Imaging :

Digitises all types of photographic documents (glass plates, cellulose nitrates, cellulose acetates, polyester, etc.), images graphic documents (drawings, tracings), images of textiles and accessories, creates "high-performance" digitisation lines for projects requiring them, takes photogrammetric images, carries out preventive conservation work (reconditioning in permanent paper, polyester sleeves, cleaning).

Vectracom: founded in France by Gérard Letienne, Vectracom is now run by Célia Letienne and François Tranchand, representing the second generation. This family management of the company echoes that of the Mobilitas group. Vectracom offers content digitisation, digital preservation, metadata creation and film remastering services, as well as a multimedia laboratory (digitisation from all types of media, colour grading, image and audio restoration, etc.).



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