Converting Photos & Videos
3.25.17
What is Digital Conversion?

- Taking an analog or physical format such as a VHS tapes, audio cassettes, albums, or photos and converting to a digital format.
- Requires a specific device and/or software.
Why?

- Preserving
- Enjoying
- Sharing
- Editing
What is Digital Conversion?

Input → Converter → Output

ADC

Input: VHS tapes
Converter: Digital Video Disc (DVD)
Output: DVD discs
What is Digital Conversion?

Input → Converter → Output
What is Digital Conversion?

Input  →  Converter  →  Output
Outputs

File Format – defines the structure and type of data that is stored

File Extension – the identifying code at the end of a file
File Extensions

PDF  ZIP  DOC
JPEG  GIF  MP3
HTML
Outputs

File Formats
Outputs

File Formats

Save as type:
- Word 97-2003 Document (*.doc)
- Word Document (*.docx)
- Word Macro-Enabled Document (*.docm)
- Word 97-2003 Document (*.doc)
- Word Template (*.dotx)
- Word Macro-Enabled Template (*.dotm)
- Word 97-2003 Template (*.dot)
- PDF (*.pdf)
- XPS Document (*.xps)
- Single File Web Page (*.mht;*.mhtml)
- Web Page (*.htm;*.html)
- Web Page, Filtered (*.htm;*.html)
- Rich Text Format (*.rtf)
- Plain Text (*.txt)
- Word XML Document (*.xml)
- Word 2003 XML Document (*.xml)
- OpenDocument Text (*.odt)
- Works 6.0 - 9.0 (*.wps)
<table>
<thead>
<tr>
<th>Document</th>
<th>Audio</th>
<th>Image/Graphic</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOC</td>
<td>MP3</td>
<td>JPEG</td>
<td>AVI</td>
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<tr>
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<td>PSD</td>
<td>GIF</td>
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<tr>
<td>HTML</td>
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<td>SVG</td>
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Open – The data is encoded in a way that conforms to standards and there are a variety of ways to read it.
Proprietary – The data is encoded in a way that makes it optimal to have a specific program to read it.
Know your input

Know your output
Physical and Digital Images

Physical Picture

Digital Image

*Enhanced* Digital Image
Digital Image Formats

- JPEG
- PNG
- TIFF
- RAW
Photos, Negatives, & Film
Scan Station

Located in our Technology Center

Not a device you can take home
Scan Station

Converts physical pictures to digital images

JPEG, TIFF, PDF (documents)

Can save to a flash drive, or send directly to an email address
Scan Station

Great for sending a particular picture to someone

Copying an illustration from a book

Be courteous to others if scanning for long periods
Wolverine Mighty

Checks out for 2 weeks

Slides, negatives, 8mm

Converts and stores on the device or SD card

Transfer from device to computer
Wolverine SNAP

Checks out for 2 weeks

Slides, negatives, 8mm, 5x7 photos

Converts and stores on the device or SD card

Transfer from device to computer
Storage Options

**Hardware (physical)**
- External hard drive
- USB flash drive
- SD cards

**Software (virtual)**
- Facebook
- iCloud
- Dropbox
- Google Drive
Storage Options
Video Tapes
VuPoint – VHS to Digital

Checks out for 2 weeks

VHS to digital file

MPEG-4

Transfer from device to computer
VHS to DVD

- Checks out for 2 weeks
- VHS to DVD
- Requires blank DVD-R
- Converts in real time
Cassette Tapes

Ion Tape Express

Checks out for 2 weeks

Cassette to MP3

Requires computer and iTunes

Converts in real time
Software At The Library

• Photo
  • Photoshop - create and edit photos
  • Gimp - retouching and editing photos
  • Pixlr.com - photo editing

• Video
  • Final Cut ProX - edit and create high quality movies
  • iMove - Create high definition movies (Mac/iPad)
  • Movie Maker (Windows)

• Audio
  • Audacity
  • Logic Pro X
Commercial Services

iMemories

Analog-to-Digital Conversion

Home Movies To Digital Limited Time Offer
- Videotapes: $19.99 $12.99 per tape

Photos To Digital
- Photos: $0.79 $0.49 per photo
- Negatives: $0.79 $0.49 per negative
- Slides: $0.79 $0.49 per slide

Easily Make DVDs & Blu-rays
- $9.99 Per DVD
- $14.99 per Blu-ray

Makes the perfect gift!
Commercial Services

STARTER
Up to 3 Tapes or 3 Films or 3 sets of 25 Pictures OR MIX & MATCH *
$74.95
BUY STARTER

FAMILY
Up to 10 Tapes or 10 Films or 10 sets of 25 Pictures OR MIX & MATCH *
$249.95
BUY FAMILY
Commercial Services

Home Video Service – Bolingbrook

Concept One – Downers Grove
Demo
What other stuff do you have?