



impreMedia

- **INDUSTRY:**
Media
- **APPLICATION:**
Digital Asset Management
- **SOLUTION:**
Tera Digital **Publishing** TARK Asset Management Software Integrated with **QStar** Data Director and **Plasmon** G-Series UDO Libraries

**Presence in 37%
of the Hispanic market**



Impremedia Selects QStar to Protect and Manage Its Digital Archive Assets

The Organization:

ImpreMedia owns and manages the largest distribution of Spanish language print media in the United States. It distributes news and information with La Opinión in Los Angeles, El Diario La Prensa in New York, La Raza in Chicago, El Mensajero in San Francisco and La Prensa in Orlando. In 1913 La Prensa was established in San Antonio, Texas and was the first daily newspaper to establish a tradition of service to the Latino community in America. It was a tradition that would eventually be taken to Los Angeles with La Opinión, which began publishing on September 16, 1926 and is the number one Spanish language daily newspaper in the US today. It is also among the top 100 daily newspapers in America.

The Dilemma:

Like much of the news print industry, news photographs, images and text created by ImpreMedia staff was physically stored as film, slides or on paper at storage facilities maintained by the organization. This was managed by a database that documented inventory and usage. Image recovery and access through this process was slow and expensive, but necessary to maintain long-term archive of valuable image assets.

As the company is now approaching its first century of doing business, they began to organize their photo, image and text records for historical purposes. Soon it became clear that it was necessary to provide a collection of records that were both preserved for historical value and made available for re-purpose. It was also critical to provide content sharing among all ImpreMedia properties.

In addition, recent adaptation of new digital photo technologies eliminated the need for physical storage vaults going forward, but required a new strategy of long-term archival, asset management and quick access for ongoing use of these valuable assets.

ImpreMedia needed a long-term archival solution to deal with the large number of images they created and managed each year, as well as the previous archival records across the chain. ImpreMedia also had to consider the growing file sizes of images that increased in resolution as camera technology continues to advance.

“We started archiving on disk-based RAID, however we found that UDO (Ultra Density Optical) offered the key components of longevity, access and affordability needed for an project of this type. UDO combined with the QStar file system was unique in its ability to grow the archive with an open ended file system as well as a storage platform that could scale rapidly to meet our growth needs,” said Bob Mason, Chief Technology Officer, ImpreMedia.



Success Story

The Solution:

ImpreMedia selected an asset management solution that would provide the security, performance and longevity necessary for the high volume of assets they managed per year and provide a relational connection between the assets so that articles, pages, and images are linked. The system utilizes TARK by Tera Digital Publishing, Data Director from QStar Technologies Inc. and Plasmon G-Series libraries with UDO technology. The current solution provides 2.4 TBs of archive storage; TARK provides a relational link between all photo, image and text assets, so that when a subject is queried the user can see the images and the written text that goes with it, giving the user the full context of the article. This is a key component for historical preservation beyond just looking at a photo or image.

The next phase of the project will be to replicate the Los Angeles solution in New York and then protect and share both archives by mirroring the archive data between New York and Los Angeles. "QStar data management technology was selected for a number of reasons; its ease of use, the ability to quickly access data, provide the security of a data mirror for the protection of the assets, and for the support of permanent media such as UDO which provides the tremendous ROI as the system grows and assets increase in number and size," stated Mason. "The first phase of the project has rolled out very smoothly and is operating flawlessly, reinforcing our technology selection."



The Conclusion:

ImpreMedia is the largest Spanish language daily newspaper publisher in the United States managing both new image assets every year, as well as maintaining a huge volume of legacy images from their historical archives. Preserving, protecting and leveraging the value and historical significance of these assets were the focus of this project, with longevity, access and cost the key components in selecting Tera Digital Publishing, QStar Software and Plasmon's UDO technology as their asset management solution.



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