



IMES

IRON MOUNTAIN ENTERTAINMENT SERVICES



SAN FRANCISCO GIANTS PRESERVES AND ACTIVATES DECADES OF IRREPLACEABLE SPORTING HERITAGE

“We would often look at all these tapes and say, ‘What the heck are we going to do with them?’ Now, the fact is those games and interviews are all being saved. It’s pretty remarkable.”

Kevin Skillings, Video Board Director, San Francisco Giants



CHALLENGE

Silently deteriorating in storage, the San Francisco Giants’ historical media assets were in danger of becoming irreversibly damaged by the ravages of time—while the technologies used to create and playback the assets were becoming largely obsolete.



SOLUTION

Iron Mountain® Entertainment Services designed a complete digitization program combining machinery from yesteryear with the latest digitization and image enhancement technologies and techniques.



RESULTS

To date, over 16,000 fragile recordings have been digitized and preserved. Now available to editors and producers in perpetuity, this library has become a priceless resource for the team to connect to its history and engage its fan base.



16,000+ assets
on film and videotape



Multiple obsolete
recording formats



50+ years
of U.S. baseball history



Priceless, precious
memories uncovered



Missy Mikulecky



Director of Archives,
San Francisco Giants



CHALLENGE



SOLUTION



RESULTS

STAYING AHEAD OF VISUAL TECHNOLOGY'S MARCH OF TIME

"The tapes almost were lost. The trust we have with Iron Mountain, who have done this successfully for many other companies, was very important to the organization and to me personally. We wanted to make sure we were able to save our history."

Missy Mikulecky, Director of Archives, San Francisco Giants

MEMORIES RECORDED IN OBSOLETE FORMATS RETRIEVED AND PRESERVED WITH COMPLETE CLARITY

Priceless library to preserve

Founded in 1883, the San Francisco Giants baseball team was determined to preserve its visual history. Great games, great moments, great people, great interviews—all safely stored for posterity in the team's archive, a unique and priceless library.

But image-capture technology relentlessly moves on. Jerky, black-and-white Charlie Chaplin-style film gives way to glowing Technicolor. Acetate stock surrenders to celluloid. Analog technologies evolve to digital. Videotape cedes to HD cards.

Irreplaceable recordings silently deteriorating

With the 60th anniversary of the arrival of the team in San Francisco approaching the Giants had a problem. How to sort through, inventory, and activate the thousands and thousands of irreplaceable recordings in their archive, all of which were silently deteriorating, while the recording and playback technologies for those assets were also obsolete?

The Iron Mountain® Entertainment Services (IMES) division in Los Angeles stepped up to the plate. IMES has specialized for more than 20 years in helping organizations securely preserve and digitally transform their priceless media artifacts. The Giants' need perfectly matched IMES' capabilities, and the IMES team designed a custom solution to transport, inventory, digitize and digitally preserve the Giants media library.



Perfect tailor-made digitization solution for the Giants' visual history



HANDLING INVALUABLE ASSETS TAKES EXPERT ATTENTION

"It was pretty humbling walking into this facility where they had all these old machines with people who just lived and breathed these relics. It was also awesome to see the attention to detail with these assets. Knowing that these prized possessions were in good hands."

Paul Hodges, Vice-President of Productions, San Francisco Giants

METICULOUS MAINTENANCE AND MAGICAL RESULTS

16,000+ fragile assets found

The task was to digitize every recording in every format stored by the Giants, many of which had not been played back for decades. These fragile assets—both film and tape—needed careful, expert handling.

The Giants in-house team originally thought they had approximately 12,500 recordings in storage. As the IMES team proceeded with the job of carefully boxing and barcoding the assets before shipment to L.A., an astonishing 16,000+ tapes and films came to light.

Full white-glove treatment

Once the tapes and films were in L.A., superannuated machines, meticulously maintained by IMES, were called into service and integrated with digital capture technology. Full white-glove treatment was given to every single invaluable asset. In parallel, modern image enhancement technologies brought new quality of recall to memories dating back 50 years and more. Scratches, blips and jerky movements were ironed out as if by magic.



 **New quality of recall for over-50-year-old memories**

DIGITIZED AND FULLY INDEXED ACCESS

“Accessibility is going to be huge for editors and producers. We’re going to be able to create stories not just about a certain game but about a certain moment in time.”

Alyssa Royce, Senior Manager, Productions, San Francisco Giants

Imminent baseball image feast

With the digitization project complete, IMES created a carefully indexed database for the Giants in-house team, including photographic images of the original cases and scans of associated documentation.

With this immensely rich digital repository now available, editors and producers are already hard at work creating new stories around seasons, games, players and precious moments in time. Fans, former players and sports historians are among the many lining up for a feast of baseball visual memorabilia.

About the San Francisco Giants

The San Francisco Giants are an American professional baseball team. Founded in 1883 as the New York Gothams, the team moved to San Francisco in 1958. The Giants compete as a member club of the National League West division. One of the longest-established professional baseball teams, the franchise has won the most games of any team in American baseball history.

 **50+ years of U.S. baseball history preserved**

 **Memories digitally transformed and carefully indexed**

 **Access to every game, interview and magic moment assured**

 **Fans, former players and historians' experiences transformed**

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