



Digital Imaging Services

SOUND FAMILIAR?

“If it’s not digital, it’s virtually invisible.”

“If it’s not on the Web, it doesn’t exist.”

WHY DIGITIZE?

Digital repositories are flexible resources that support every aspect of your mission, including teaching, research, public service, development, publication, and preservation. With this growing array of end-uses, building quality digital resources has become a core objective of every leading institution.

But the creation of master archival image collections represents a daunting commitment for all. Luna Imaging has developed unique digitization solutions and production processes that help our clients create quality, lasting digital archives, and cost effectively realize the full potential of their assets.

WHY OUTSOURCE DIGITIZATION?

Does your schedule and budget allow you to: hire and train image professionals? find and purchase the right equipment? ensure your equipment won’t become obsolete? methodically give every image the required attention i.e. scan, edit, correct, crop? perform extensive QC on all projects and then correct mistakes? ensure correct file directory organization? calculate all costs upfront and keep to your deadlines?

Digitizing assets means more than just simple scanning. And while there are many vendors to choose from, only Luna Imaging will provide you with the most services for your digitization dollars.

WHY OUTSOURCE DIGITIZATION TO LUNA IMAGING?

- Established in 1993 and trusted by the cultural heritage community for over a decade, Luna’s name is synonymous with building **high quality** digital resources.
- Luna’s reputation for image fidelity and quality has become **the standard** for digitization within the museum, university, archive, and library communities.
- At Luna, equipment and staff focus on your project resulting in **faster** turn-around times.
- Prices are fixed at a project’s inception, making your budget **predictable**.
- Luna employs a staff of experienced imaging professionals—with no subcontracting to third parties—who move images through each focused stage of Luna’s production process efficiently yet **meticulously**.
- Luna has the personnel, equipment, space and infrastructure to accommodate projects **of any size**.

ARE YOU ASKING YOURSELF, “SO WHERE DO I START?!”

What should be the definition and scope of a digital image project for my visual collections? How do I prioritize the digitization of my existing film and print resources? How do I avoid the common pitfalls? How do I prepare? How do I ensure my budget is well spent and my project stays on schedule?

A CALL TO LUNA IMAGING IS A GREAT START.

Luna Imaging can help you plan and carry out complete projects or equip and establish workflow for production facilities at your location. We are available to speak with you and answer your digitization questions. If you just want a ball-park estimate to help establish project parameters for an RFP, or if you need a detailed quote, give us a call. When you’re ready to begin, we have the staff with the expertise ready to help.

Request a quote from our sales team:

800-452-LUNA (5862) sales@luna-img.com www.lunaimaging.com

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continued



The Luna Imaging Difference

How Our Digitization Services Surpass Others



Inventory and Receipt of Deliverables

The Luna Process begins with strict organizational policies and standards for all incoming projects. Materials are carefully received and compared on an individual basis to electronic data delivered by the client to ensure accuracy of the shipment and clear up any discrepancies between data and materials. All materials are logged into Luna's proprietary production tracking system which is used to create a detailed "Receive Log" that is sent to the client before work begins. This information serves as the basis for tracking the images throughout subsequent steps in the Luna Process.



Image Capture

Luna employs an array of high-end equipment to complete your imaging projects both small and large. From modest collections to collections with hundreds of thousands of images, Luna's world-class consistency and quality are sustained at the highest levels. Scanning technicians maintain strict handling procedures for all types of materials to preserve the safety and security of your valuable originals.



Phase One Edit: Image Optimization

Professionally trained and certified image technicians individually analyze images to determine proper tonality and color balance. Image technicians rely on expert training and experience to match originals and optimize images to client specifications. All images are brought into strict grayscale or RGB value ranges. In addition, images are analyzed for any remaining dust or other anomalies and meticulously and individually hand "dusted" in Adobe Photoshop. No filters or other image degrading methods are used in the dust-removal process.



Phase Two Edit: Cropping/ Sizing—Derivative Creation

Once the images are checked for proper orientation and edited for color balance and dust removal, the images undergo cropping to client specifications (edge crop, crop to object, crop to content, or hairline crop.) At this stage, images can undergo client specified sharpening to produce master archives with fine detail and clarity. The resulting images are used as a basis for any client-specified derivative image creation.



Batch and Write to Media, Update Management Data, Initial QC

File naming, directory organization, client specified metadata, and management data are updated at this stage and master and derivative images are batched into groups for writing to media. Optionally, when optical media are specified, index prints are created consisting of full color thumbnails of all images on each disc, and index sheets are created linking client file name with thumbnail image number on the index print, as well as recording the unique serial number of the disc. Images are then burned onto archive-quality media and packaged into cases containing the disc, and if required, the index print and index sheet. Completed media undergo an initial QC at this stage as each unit is checked and images are opened individually to ensure that they have been successfully written.



Final QC—Shipping

All images and media undergo a final and comprehensive quality control check at this stage. Images are opened individually from the media and checked for proper orientation, naming, color balance, and cropping. Index prints and index sheets are thoroughly checked for proper file names and contents. Packing lists are created as well as a comprehensive film return log with accompanying metadata, which links unique IDs with media batches and serial numbers. Original materials and media are carefully packaged and returned to client.