For Immediate Release

Contact:
Robin Bulanti
Kulesa Faul /ScanCafe
(650) 340-1986
robin@kulesafaul.com

ScanCafe to Scan Images for the National Aquarium

Award-Winning Consumer Photo Scanning Service Now Available to Institutions

BURLINGAME, Calif. – September 8, 2009 – Effective today, ScanCafe and the National Aquarium have announced a joint project to begin digitizing the National Aquarium's collection of images of sea creatures.

American institutions maintain a collective national treasure of tens of millions of archived images. These images are of tremendous research value and, as archival pieces, represent the backbone of our photographic heritage. Due to their analog nature, they are very difficult – and costly – to maintain. Worse yet, those same analog images prove difficult and cumbersome to share with more than a few researchers at a time. In-house digitization efforts are expensive and time-consuming, and yet the need to make budgets stretch further has never been higher.

ScanCafe's institutional photo scanning services are the answer.

"We have always been passionate about protecting America's memories," said Sam Allen, CEO of ScanCafe. "We are excited about our partnership with institutional pioneer the National Aquarium in Washington, DC, and it demonstrates how we can provide institutional-quality digitization for a tiny fraction of the cost of typical in-house digitization efforts. Most importantly, this process allows for more images to be digitized, which means more images can be shared, and more institutional missions can be extended. Archivists and researchers want to do exactly that, not spend precious time scanning."

"The ScanCafe process is allowing us to take some of our very sensitive images and digitize them for the world to see," said Celia Lourens, marketing manager at the National Aquarium. "We look forward to being able to work with ScanCafe and its world-class staff to preserve more of America's Aquatic Treasures."

How It Works
Each institutional customer is assigned an individual account manager from ScanCafe's account management team. To place an order, an institutional customer simply selects images for scanning, then sets up an order with ScanCafe's account management team. A specially-coded UPS label is generated and affixed by the institution onto its packaged order, which is then shipped securely to ScanCafe for scanning and repair, which includes ScanCafe's customary professional color correction, cropping, scratch, dust and red-eye removal—all done by hand. But ScanCafe also helps organize the images, through tagging and metadata insertion at the customer's direction, which makes institutional management of the images much easier. ScanCafe then returns the originals and a storage disc or hard drive of high-resolution scans, organized according to the original order instructions. Each high-resolution scan, now a perfect "digital negative," is suitable for printing at 2x enlargement (for paper photos) or 19" x 13" (for slides and negatives).

About the National Aquarium

As the nation's first aquarium, the National Aquarium in Washington, DC is a private, non-profit organization that relies on private and public support and admission revenue to operate. The National Aquarium features America's Aquatic Treasures™, a showcase of more than 250 species of unique and engaging animals.

Located 14th Street and Constitution Avenue, NW Washington, DC 20230. General Admission $7; seniors and military, $6; ages 2-10, $3; younger than 2, free. Visit nationalaquarium.org <http://nationalaquarium.org> or call 202-482-2825

About ScanCafe
Founded in 2006, ScanCafe is an award-winning scanning service, serving photographers and amateur photo enthusiasts alike, that is dedicated to preserving memories. ScanCafe scans and digitally repairs old photos, slides and negatives by hand, creating digital files that can be safely stored and shared forever. ScanCafe has successfully scanned and repaired 28 million images to date and was selected as best scanning service by Money Magazine in 2008. ScanCafe is based in Burlingame, Calif., and serves customers in the United States and Canada. For more information on ScanCafe, please visit www.ScanCafe.com, or follow conversations at twitter.com/scancafe.

# # #