

## ImpreMedia

### QuickView

**Organization:**  
ImpreMedia

**Industry:**  
Publishing

**Application:**  
Digital Asset Management

**Integrator:**  
ImpreMedia

**Solution:**  
QStar Data Director  
Tera Digital Publishing Tark  
Plasmon™ G-Series Libraries

**ROI:**

- > Provided 2.4TB of archive storage
- > Historical preservation of archive assets

ImpreMedia owns and manages the largest distribution of Spanish-language print media in the United States. Currently it distributes news and information through 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 its first newspaper, La Prensa, was founded 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.

### Business Challenge

Like their contemporaries in the newspaper industry, ImpreMedia staff had always stored the news photographs, images and text they created in the form of film, slides or paper at storage facilities maintained by the organization. In recent years 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 a long-term archive of valuable image assets.



*ImpreMedia selects Plasmon UDO™, QStar and Tera Digital Publishing to protect and manage its digital archive assets.*

As the company approached its 100th anniversary, ImpreMedia began to organize photo, image and text records for historical purposes. It became clear that it was necessary to provide a collection of records that were not only preserved for historical value but also made available for re-purposing. It was also critical to provide content-sharing among all ImpreMedia properties.

In addition, recent adaptation of new digital photo technologies had eliminated the future need for physical storage vaults, but the new technologies required a new strategy of long-term archiving, 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 the organization created and managed each year, as well as with the newspaper chain's archival records. They 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 a 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.

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**Bob Mason**  
Chief Technology Officer  
ImpreMedia

ImpreMedia, LLC  
New York  
USA

## The Solution

ImpreMedia selected an asset management solution that would provide the security, performance and longevity necessary for the high volume of assets its staff managed yearly. It would provide a relational connection among the assets so that articles, pages and images would be linked. The chosen system utilizes TARK by Tera Digital Publishing, Data Director from QStar Technologies Inc. and G-Series Libraries with UDO™ technology from Plasmon.™ This solution provides 2.4TB of archive storage; TARK provides relational linking of all photo, image and text assets so that when a subject is queried the user can see images and the written text that goes with them, giving the user the full context. This is a key component for historical preservation, taking researchers beyond merely looking at a photo or image.

The next phase of this 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: for its ease of use, for the ability to quickly access data and 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."



## Conclusion

ImpreMedia, the largest Spanish-language daily newspaper publisher in the United States, must manage new image assets every year while it maintains a huge volume of legacy images in its historical archives. The focus of this project was on preserving, protecting and leveraging the value and historical significance of these assets. Longevity, access and cost were the key components in selecting Tera Digital Publishing, QStar Software and Plasmon's UDO technology as the components of ImpreMedia's asset management solution.



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