

Storing your digital images

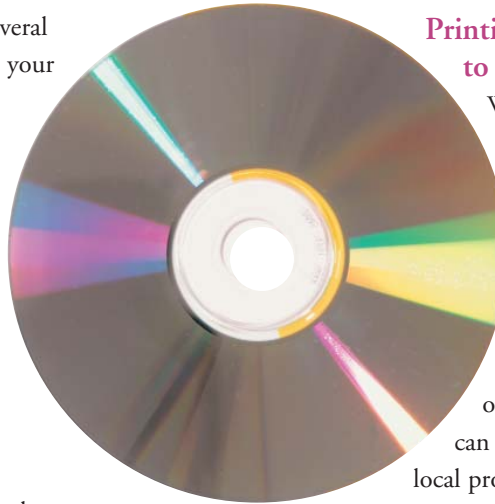
Tips for how to safely save images as technology changes

Changes in technology over the past several decades have rendered everything from your old eight-track tapes to floppy discs obsolete. In a world that is ever-changing, how can you be sure that your digital pictures will be accessible with tomorrow's technology? There are no guarantees, but you can take steps now to ensure that your digital files will last.

Don't leave your images on your computer's hard drive

Changes in software file formats may make your image file unreadable over time, and information stored on hard drives can become unreadable at any time due to malfunctions – even when your computer is relatively new.

Although it's virtually impossible to calculate the exact lifespan of your hard drive, today's average computer can reasonably be expected to work trouble-free for approximately three to five years. This is no guarantee; your hard drive may fail at any time due to factors such as manufacturing defects or particle contamination. Therefore, it's important to back up or transfer any digital images stored on your computer to CDs. The CD then becomes your negative for printing.



Printing is key to memory preservation

We recommend printing your digitally captured images soon after they are taken. We also recommend storing those prints in a Creative Memories album to ensure that you will always have a copy. A photograph that ages over time is more easily restored than a corrupted or otherwise unreadable digital file. You can bring your memory card or CD to your local processor to have photographs made. Or, if you choose, you can print your images on your home printer.

CD-Rs (compact disc, recordable) are more stable as long-term storage devices than hard discs and other magnetic media. Consequently, we recommend copying your files to a premium brand CD-R so that reprints can be made at a later date if necessary. Avoid CD-RWs (compact disc, re-writable) because these disks generally have poor long-term stability.

Printed photographs remain the key to memory preservation because even CD-Rs deteriorate over time and may not be readable as computer technology changes.

Creative Memories is committed to keeping our promise to you. The scientists at our in-house technology center test all Creative Memories products for long-term photo safety, ensuring that your memories will last a lifetime.