

Scottsdale firm saves, restores your old family videos, movies

SCOTTSDALE

Years ago, Mark Rukavina found himself in front of a Super 8 camera.

His father taped him fishing, camping and playing baseball.



DOUG HALLER

Instead of letting that video waste away in a closet, Rukavina recently had the footage restored.

He watches it today on his videopod.

"When I fly from one city to another I check out those old times," he said.

Rukavina knows thousands of Valley residents have similar film, video and pictures stashed away. They're priceless memories, the one thing people would rush to retrieve if their homes caught fire.

That's why he has opened iMemories at 9181 E. Bell Road — to preserve those memories.

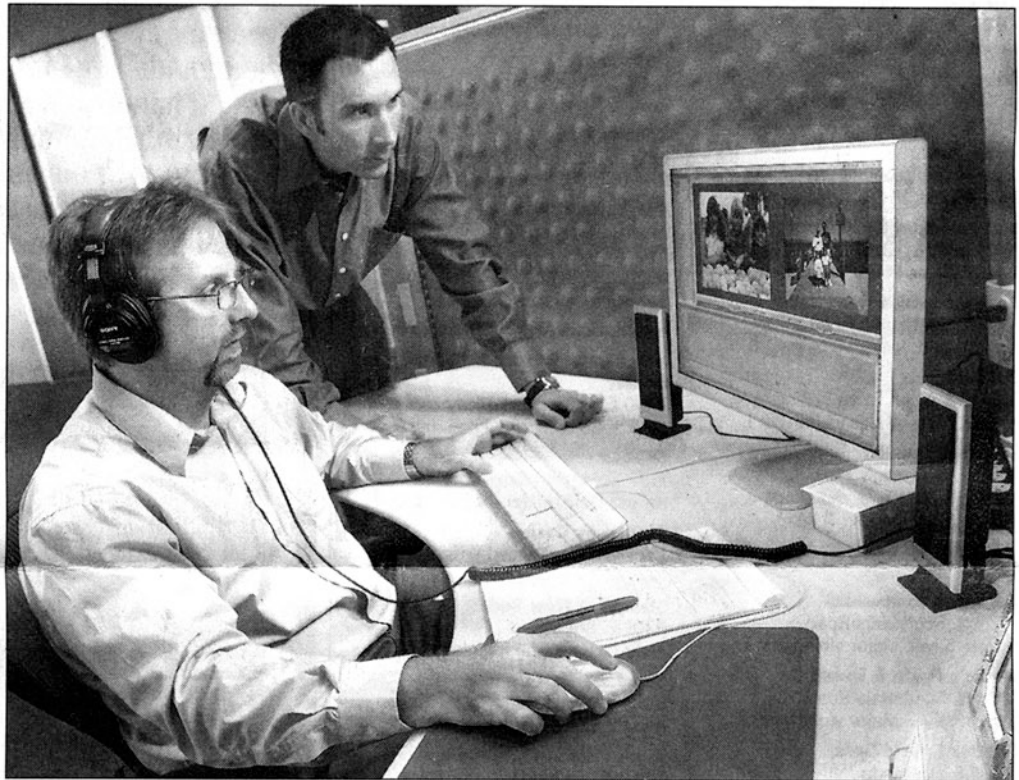
"This is your precious material, and every day that stuff is literally degrading," Rukavina said. "Videotape gets worse every time you play it. iMemories is a place where you can take it and convert it to digital."

Only 1 outlet for now

Right now, this is a Scottsdale operation. iMemories is stationed in an 8,500-square-foot building. All the equipment is state of the art.

But Rukavina has hopes of going national, of expanding his service crew from seven to 25 employees.

He feels so strongly be-



Suzanne Starr/The Republic

Editor Rob Turchick (left) and iMemories founder and CEO Mark Rukavina turn old photos into lifelong memories. The company will also place your photos on a server for safekeeping.

cause he knows there's a need. Who doesn't have an old box stowed somewhere? A box that needs attention but has been put off for years? "All that stuff is trapped in old-school land," Rukavina said.

He is an avid videographer. He has gone through all the camcorder evolutions. He has served as chief operating officer and chief technology officer for KnowledgeNet, a top-three e-learning company that he co-founded in 1998.

But this latest venture has him excited. Take your vacation video.

"Even you wouldn't want to watch four hours of that. It's just too long," Rukavina said.

"What we can do is burn it down to four or six minutes. We can put a soundtrack to it and you'll watch it 100 times."

Permanent storage

iMemories offers another perk: For a fee, the store will place your material on its server in case customers ever should lose or damage it.

"All you have to do is shoot it," Rukavina said. "We'll archive it and edit it. We'll make it look crystal clear on your TV."

The company charges \$19.99 per tape for video footage archived on DVD and \$19.99 per 50 feet of film reel

footage archived on DVD.

He said the best part is that iMemories does everything from its Bell Road location. That's his only location in the nation.

Rukavina plans to launch a Web site, to take orders.

"We take the power of Hollywood and do some real impressive editing," he said. "I mean some true magic has come within reach. We've assembled a real all-star team of folks, from the technology perspective to the creative perspective to the branding perspective."

"A lot of people don't have a brand they can trust. We are that brand."