



Mark Rukavina (top right), watches employee Frank McGough at work. Rukavina's iMemories transfers old home movies, slides and photos to DVDs and video iPods.

keeping memories alive

Business puts old family movies on DVD, video iPods

BY **Marc David** PHOTOS BY **Carl Schultz**

When Mark Rukavina was in the third grade in Littleton, Colo., the rock group Kiss was all the rage.

So, Rukavina painted rocks blue, added glue topped with silver glitter and formed the Kiss logo. He sold the rocks for \$1 to other kids in school and made a nice profit.

That was Rukavina's first experience as an entrepreneur, a precursor to what was to come in his life. His first business venture as an adult was Mastering Computer, and then he started KnowledgeNet. Next he turned his attention to iMemories, which transfers families' old home movies, slides and photos in any format to DVDs and video iPods.

"My passion is home movies," says Rukavina, 40, who fondly remembers growing up when he and his father watched home movies. "I loved the whole cinematology thing, filming and being filmed.

"I think this is a huge opportunity because there's so much home-movie content trapped on film reels, videotapes and slides in peoples' basements and storage areas. These people can't watch because they don't have the projector and more, and if they did it would burn."

The process for consumers is simple: They drop off old home movies at iMemories, which digitally masters the film or slides, organizing them on a professionally edited DVD with a music soundtrack. The process takes three to four weeks and costs \$20 per videotape or 50 feet of film reel, or \$1 per photo or slide.

"It's like dropping it off at DreamWorks, only we are local and this is all we do," Rukavina says.

For information, call (480) 767-2510 or visit www.imemories.com. ■

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