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SCOTTSDALE REPUBLIC

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SECTION 5

iMemories readies 2nd home movie festival, online service

SCOTTSDALE

It's show time for iMemories LLC, and in more ways than one.

The Scottsdale company, which specializes in digitizing home movies, is inviting Valley residents to its second Home Movie Film Festival.

Even bigger, it's launching an online service that will make iMemories available to family movie buffs nationwide.

iMemories will host a three-day Home Movie Film Festival next week, an expansion from the one-day event it held in August.

Families can bring in their home movies shot on 8mm film, 16mm film or videotape,

and iMemories staffers will clean and inspect them, answer questions about preservation, then show the movies on the company's projectors.

The event is free, but iMemories hopes at least some attendees will be thinking of Christmas gifts and like what they see enough to have the company digitize those old clips into professional-looking mini-movies.

So far the 9-month-old company has turned old films, tapes and photo into DVDs.

Share iMemories online

Starting in December, customers also will be able to edit and watch their movies online.

Founder and Chief Executive Officer Mark Rukavina thinks iMemories Online will appeal to people who don't have the time or ability to come into the lone Scottsdale store to edit and label their movies. iMemories has designed special boxes in which users can ship their reels and tapes to Scottsdale, where they will be processed and up-



SUZANNE STARR/THE REPUBLIC

iMemories is offering an online service for editing and viewing home movies. Here, video editor Rob Turchick (left) works with iMemories founder and CEO Mark Rukavina.



JANE LARSON

Home Movie Film Festival

What: Watch your own home movies on professional projectors and have the film or video cleaned and inspected.

When: 8 a.m.-6 p.m. Nov. 10-12.

Where: iMemories LLC, 9181 E. Bell Road, Suite 101, Scottsdale.

Cost: Free.

Information: (480) 767-2510 or www.imemories.com.

loaded to the Web. Users can view and name clips, add notes, share them via e-mail or drag and drop them to be put on a DVD.

"We've thought of everything they would want to do," Rukavina said.

The service will be available by subscription. Users would pay \$99.99 a year to have iMemories keep their movies on-

line.

Rukavina thought of iMemories back in the late 1990s and even acquired the domain name then. But he put the idea on the back burner to help start e-learning company KnowledgeNet Inc., and says in retrospect, the delay was a good thing.

"The market, the Web and the technology wouldn't have been ready," he said.

Interest in video is soaring as the Internet becomes more and more capable of streaming high-quality images at high speed. As evidence, just look at the wild success of YouTube and the \$1.65 billion Google Inc. is paying to acquire it.

Rukavina sees iMemories' market as different but no less important. While YouTube focuses on short videos that users post and share with the masses, iMemories handles long-form films and videos that users share with a small circle of family and friends.

Typical customers aren't the YouTube crowd, either. Most are baby boomers or Generation Xers, adults whose chil-

dren are getting older and who feel guilty about never watching or organizing their home movies.

Few comment on rules

Many Scottsdale Airpark business owners have strong feelings for their A-frame signs, but you wouldn't know it by the number of comments city planners have received about a proposed alternative.

Just two people have commented so far about the alternative, which would allow tenants to display their businesses' names and street number on a black-and-white street-side sign.

You can see the alternative at www.scottsdaleaz.gov/bldgresources/counterresources/SignPermitPacket/airpark.asp. Padian is taking comments at cpadian@scottsdaleaz.gov.

Send news about small businesses and Scottsdale Airpark businesses to jane.larson@arizona-republic.com or call (602) 444-6868.