

# iMemories expanding across U.S.

BY CHRIS CASACCHIA  
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Marge Reiter's father had only a short time to live. He was fighting the effects of Hepatitis C and liver cancer at his New Jersey home.

Reiter wanted to compose a DVD for the family, filled with memories that dated back from the 1934 Macy's Day Parade in New York City through the 1970s era of bell-bottoms, bushy side-burns and halter tops.

It took less than two weeks for Scottsdale-based iMemories to digitally remaster 19 reels of Super 8 and 16mm film, allowing Reiter to create four DVDs via the company's Web platform. She quickly flew back to New Jersey with her daughter, Emily, and the family watched some of the footage.

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**Wal-Mart acquired iMemories.'**

Marissa Gluck  
Radar Research

In April, iMemories, which transforms old video, film and slides into clear digital files, expects to launch its Web-based service nationally. The company has earmarked \$1 million in its ad budget and will roll out the product regionally, starting in the Southwest and moving East.

"We don't have the ad budget to blast the whole U.S.," said founder and Chief Executive Mark Rukavina. "We're virtually unknown nationally."

The online service, which costs \$99 a year plus remastering fees, allows consumers to organize, store and create their own video productions by clicking and dragging story-

board-like windows and piecing them together. The service is in its final testing stages, officials said.

Unlike the cultural phenomenon YouTube, iMemories is targeting the 35 and older market through a mix of online and traditional media advertisements.

Michael Inouye, a research analyst at Scottsdale-based In-Stat, said iMemories will serve "a pivotal role in establishing a healthy future for the video market" because of its targeted demographic.

"While there is evidence that the older generations are participating, the 'graying of MySpace,' has been uttered more than once. Active participation is still largely tied to the younger audience," he said. "Perhaps companies like iMemories will help shift this to a less skewed distribution."

The firm, which was established a year ago, plans to move from its 8,500-square-foot studio to a 10,000-square-foot space to accommodate more employees and file storage. Officials expect the company to double its employee base of 20 within a year.

The huge success of consumer-generated media sites such as YouTube and MySpace has capitalized on a young, tech-savvy audience. But older, more conservative Web users aren't comfortable posting photos and videos for the world to see.

"That's why we think iMemories is an interesting play—they potentially expand the audience for this type of media, rather than cannibalize YouTube," said Marissa Gluck, founder and managing partner of Los Angeles-based Radar Research. "So the older, less digitally astute consumer will probably feel more comfortable with iMemories than YouTube."

Gluck said the emerging industry is getting more competitive, as YouTube soon will allow consumers to post a video to a closed network, much like other major Web 2.0 sites, such as flickr. Web 2.0 is a phrase coined by O'Reilly Media in 2004 and refers to a perceived second generation of Web-based services — such as social networking sites.

"We wouldn't be surprised if in a couple of years a company like Wal-Mart acquired iMemories, if iMemories can ramp up its membership quickly enough and lock in its audience," Gluck said.

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**iMemories:** [www.imemories.com](http://www.imemories.com)

## Squire Sanders lures Bryan Cave partners to Phoenix practice

BY MIKE SUNNUCKS  
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Frank Placenti — a leading corporate finance and international trade partner in Bryan Cave's Phoenix office — has moved to a rival law firm.

Placenti is leaving Bryan Cave and joining Squire Sanders & Dempsey's Phoenix office.

Placenti is an expert in corporate finance, international trade and business transactions. He has been with Bryan Cave since 1997. Joe Richardson, another Bryan Cave partner, also is making the move to Squire Sanders.



Frank Placenti

Greg Hall, managing partner for Squire's Phoenix office, said the addition of Placenti and Richardson will help add depth to the firm's corporate securities practice in Arizona. Squire Sanders has 75 attorneys in Phoenix. Hall said the firm wants to grow its presence in the Valley.

Squire Sanders is based in Cleveland, with additional offices in several cities.

Placenti said he's making the move to take advantage of Squire's international presence and offices. Bryan Cave Phoenix managing partner Larry Scarborough said transition is part of the legal profession.

"We have been proud to have called Frank and Joe our colleagues and will continue to be proud to call them friends," Scarborough said.

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