



A gift of a lifetime. Are your old movies, slides, prints, videos and tapes in a shoe box? It's time to scan them and archive them to a DVD. When was the last time you showed them to your family and friends? Just send them to us and we'll do the rest. Frank Denevi says, "I guarantee you'll save money and you'll be a satisfied customer."

**[www.denevi.com](http://www.denevi.com)**

# **Business Overview**

## **Who is Denevi Digital Imaging Services?**

- **Brick and mortar company for 51 years.**
- **Family owned and operated business.**
- **Servicing some of America's finest companies.**
- **Commitment to customer satisfaction.**



### **Why Denevi?**

The digital era is here and now is the time to convert those analog memories into a digital format that can easily be shared with family and friends or uploaded to Facebook, Twitter and YouTube. They can be shown on your iPod, flip phones, digital frames, and on-line sharing albums, made into enlargements or the latest rage -printed to photobooks.

Why Denevi's? Headquartered in the San Fransisco Bay Area we have supplied the photo/imaging industry as a retailer, wholesaler and now on-line for over 51 years. Our commitment to excellence in quality and customer srvice has awarded us the distinction of Retailer of the Year and Best Photo Lab.

We are proud to serve many of America's finest companies including:

- Wal-Mart
- Sam's Club
- Wolf Camera
- Raiders
- NFL Raider Fans
- Giants
- Warriors
- Chargers
- Joe Dimaggio Restaurant
- Rick Barry of the Warriors
- Tom Flores, Head Coach of theRaiders
- Shaquille O'Neal of the Cleveland Cavaliers.
- Las Vegas Sirens of Treasure Island
- Raiderette Cheerleaders
- Oakland Raider Fans
- US Military Academy of West Point
- Bing Crosby Restaurant
- Homeland Security/ACSO- Urban Shield

A pioneer in the video transferring industry we have been on the cutting edge of technology as new ideas, products and venues immerge almost daily. Still, we understand the value of personal relationships and personal recommendations and this is why we are hoping you will choose to partner with us.

# Profit Potential

The digital era has dramatically changed the way we view and share our photographic and video memories. This has unleashed a multi-million dollar industry.

It is estimated that US consumers will spend nearly 25 Million dollars on transfer and scanning services this year.

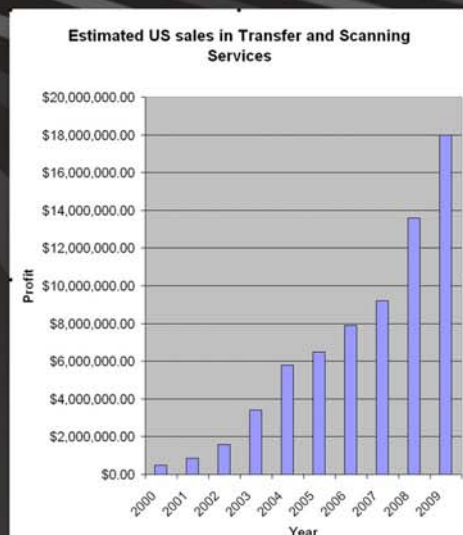
## Partner with us

Start your own home based business and make 30% or more. It is easy to get started by simply sharing your own experiences with family and friends. Everyone has memories stored away in a shoebox or on a media that has gone by the wayside such as VHS or Beta, but they are afraid to ship their memories to an unknown lab. That's where your personal contact and experience can lead to an exciting home business with unlimited potential.

Selling a gift card is a great way to lock in a customers desire to transfer their memories to DVD and you still make your 30%. Want to earn even more income? Use our Tell-a-Friend promotion to earn \$10.00 for every two valid emails you provide of friends and associates who are interested in our services.

The more you sell the greater your discount. Its easy, fun and very rewarding .

**Start Today**



Denevi Digital Imaging, a leader in digital imaging services has provided their services for some of the nation's largest retailers.

Now Denevi's has a great opportunity for you to earn additional income.

## Average Order Retail

Movie transfer \$117.00  
Slides scanning \$ 92.00  
Video Tape transfer \$49.00  
Negative scanning \$88.00  
Print scanning \$104.00

So what does this all mean to you? You become your own boss.

**Partner with Us**

**Become a Denevi representative today and start working from home and earning extra income.**

**Call us at 1.800.447.4469**

# Digitally Enhanced Image Scanning

Powered by



and

**Kodak**

Technology



## OUR LINE UP

### *Leaders in applying technology*

All of our services can be interfaced with iPods, iTouchs, iPhones, iPads, Facebook, YouTube, on-line sharing and storing.

Live Customer Service  
In House Graphics  
Power Point Presentations  
Banners  
Tee Signs  
Christmas Cards  
Calendars  
Photo Books  
Archiving your prints  
Photo Enlargements  
5X7 to poster size  
Same Day Service  
On site Event Photos  
Foreign Duplications  
Tape Repair  
Movies, Slides and Prints to DVD

Laminating  
Mounting  
Blu-ray disc  
Duplications Tape and DVD  
Video tape to DVD  
Quality Replications  
Personal Video Productions  
Memorial DVD Productions  
Wedding DVD Productions  
Pet Tale DVD Productions  
Scanning Services:  
Photo, Slides and Negatives  
Scrap Book and Long Roll  
Elmo Repair  
Editing  
Digital Detective

# Denevi Lab Tour



We invite you to tour the lab anytime.

# Denevi's Full Line of Services

## Video Tape to DVD

From VHS, SVHS, VHS-C, 8mm, Hi-8, Digital 8, Mini-DV & Beta.

Up to 2 hours of video can fit on a single DVD disc. 2 source tapes can be combined.



## Movie Film to DVD (or VHS)

From Regular 8, Super 8 & 16mm. Silent & Sound.

Film is spliced and cleaned then converted to a digital format and burned to a playable DVD.



## Slides to DVD (or VHS)

Slides are scanned at 2500 ppi then transferred at approximately 8 seconds per slide with a 2 second dissolve. Maximum of 500 slides per 2 hour DVD. Disc with JPG images of your slides included.



## Print to DVD (or VHS)

Prints are scanned at 600 dpi. Your digital images are arranged into a slide show and burned to a playable DVD disc. Disc with JPG images of your prints included.



## Video Tape Duplication ( NTSC & Foreign)

From VHS, SVHS, VHS-C, 8mm, Hi-8, Digital 8, Mini-DV & Beta to VHS.



## Video Tape Repair

We can repair most video tapes for play back or transfer to DVD

From VHS, SVHS, VHS-C, 8mm, Hi-8, Digital 8, Mini-DV & Beta.



## Mini DVD to DVD

A growing service with the coming of mini DVD camcorders. Your mini DVD is converted into a standard playable DVD.



## DVD to DVD Duplications

Duplications are done on high quality media and include Face Labels printed on disc.



## Digital Images to DVD

Your digital images are arranged into a slide show with music and burned to a playable DVD disc.



## Slide Scanning

Slides are digitally enhanced using D-Tech and Digital Ice. Low (9mb), Medium (25mb), and High (60mb) resolution available. Includes DV Pics.



## Negative Scanning

Negatives are digitally enhanced using D-Tech and Digital Ice. Low (9mb), Medium (25mb), and High (60mb) resolution available. Includes DV Pics.



## Sheet Film Scanning

Scan your 4x5, 5x7, 8x10, & 11x14 Sheet Film. Low (9mb), Medium (25mb), and High (60mb) resolution available. Includes DV Pics.



## Long Roll Film Scanning

Scan your 35mm, 46 mm, & 70mm film. Low (5mb), Medium (15mb), and High (25mb) resolution available. Includes DV Pics.



## Photo Scanning

Scan your photos from 2x3s to 14x24s. Low (5mb), Medium (15mb), and High (25mb) resolution available. Includes DV Pics.



## Services Continued

### Document Scanning

Standard document scanning up to 8 1/2"x11". Oversized scanning up to 14"x24" and optical character recognition available.



### Signs and Banners

Full color signs and banners printed in house on light weight or heavy weight vinyl or self-adhesive vinyl.



### Photo Calendars

Full color custom photo calendars. Laid out by our in house graphic designers. Pages are printed on heavy stock and laminated to produce a beautiful quality calendar.



### Elmo Transvideo and Projector Repair Service

Repairable Elmo Transvideo Projector Models: TRV-R8, TRV-S8, TRV-16 (most models) ST-80 Regular 8 and ST-180 Super 8.



### Audio Transfer to CD

We digitalize and transfer audio cassettes, reel-to-reel audio tapes, and vinyl records to high quality audio CDs



### Blu-Ray DVD

From slides and HD-MDV tapes. Footage is captured and burned to Blu-Ray DVD at 1080i.



### Personal Video Productions

Custom video of your prints, slides, and video tapes. Ideal for weddings, anniversary celebrations, graduation, bar & bat mitzvah's, and business functions.



### Photo Restorations to New Prints or Digital Files-

Our graphic artists can repair almost any kind of damage such as: creases, tears, discoloration, water damage, spots, and red eye.



### Big Prints - Panorama

A simple 4 step process that allows you to create your own panoramic image from 2 to 20 images.



### Custom Photo Book

Full color custom photo book of your favorite pictures. Laid out by our in house graphic designer and printed to perfection.



### Large Format Prints

Large format printing available from your digital files. From 11x14 to 42x60, available on satin, lustre, and canvas surfaces.



### Photo Printing Service

Print your digital images at Denevi's with our online uploader at [www.denevi.com](http://www.denevi.com) or by walk-in. Available in 4x6, 5x7, & 8x10/12. Printed on Fuji Crystal Archive glossy or lustre.



### Video Production

Denevi's staff has shot and produced projects for: Alameda County Sheriffs Department, Urban Shield, and Every 15 Minutes.



### Video Editing Service

Denevi offers an in house editing service. Add or remove scenes or create a completely custom video. By appointment



### Foreign Video Transfer Services- PAL, SECAM

Transfer your foreign video tapes or DVD to play on US TV systems (NTSC).



# Slide Transfer

*Transfer the following slide formats: 35mm and 126mm in 2x2 mounts*

***Transfer up to 500 slides on a Single DVD***

Complete your order form, making sure all information is correct and legible.

If customer wants slides to be transferred in sequence, slides should be numbered.

Place slides in a box with completed form and give to sales representative.

Slides are color corrected.

Delivery time: 2-3 weeks.

We reserve the right not to copy any material.



Slides are scanned at 2000 dpi using Digital Ice to remove dust and scratches

Motion Thumbnail Scene Selection to quickly find the scene you want.

2-in-1 Service: Includes slideshow for viewing on TV, and JPEG images of your slides to share, print, upload, etc....



# Movie Film Transfer

*Transfer the following movie film formats:  
8mm, Super 8, 16mm, and 35mm, Sound and Silent Formats*

*Transfer up to 2 hours of footage  
on a single DVD*

Complete your order form, making sure all information is correct and legible.

If customer wants reels to be transferred in sequence, reels should be numbered.

Place movie reels in a box with completed form and give to sales representative or shipped directly to the lab.

Movie film is color corrected by Dtech and Arial Direct technologies.

Delivery time: 2-3 weeks.

Copyrighted material cannot be transferred and we reserve the right not to copy any inappropriate material.



Each movie frame is captured directly from the film's emulsion at 490 lines of resolution.

Motion Thumbnail Scene Selection to quickly find the scene you want.



# Video Tape Transfer

Transfer the following tapes: VHS, SVHS, VHS-C, Mini DV, Hi-8, Digital 8, Beta, Betacam, Betacam SP, Digibeta, Umatic Beta, and Open Reel

**0 - 2 hours of transfer to DVD**  
**Combine up to 2 tapes per DVD**

Complete your order form, making sure all information is correct and legible.

Place tapes in a box with completed form and give to sales representative or see shipping information.

Transfers are only as good as originals; we cannot enhance or improve image quality.

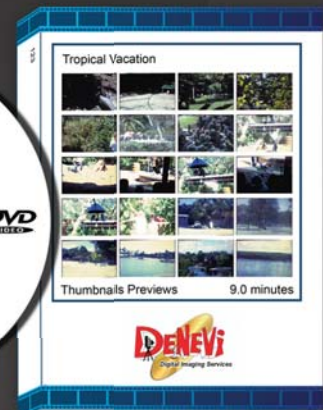
Delivery time: 2-3 weeks.

Copyrighted material cannot be transferred and we reserve the right not to copy any inappropriate material.



Motion Thumbnail Scene Selection to quickly find the scene you want.

Order extra discounted copies at the time of transfer for family and friends. Security back up copies archived for 1 year.



# Video Lab

Free Consultation 1.800.447.4479

Regular 8mm



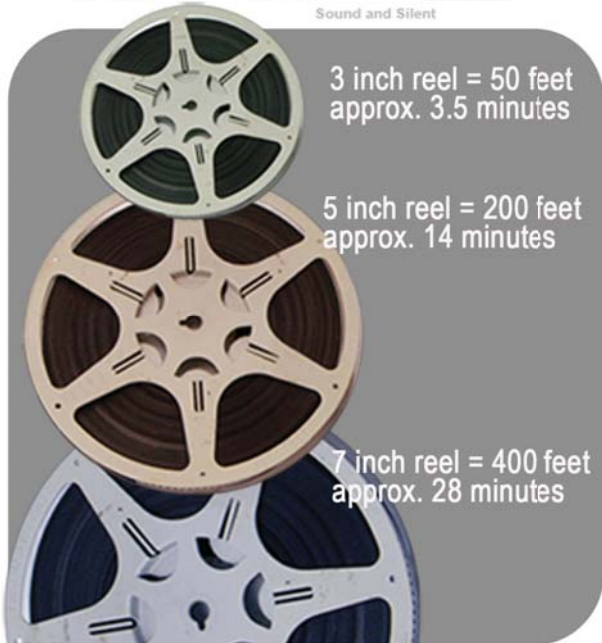
Super 8mm



16mm



Sound and Silent



3 inch reel = 50 feet  
approx. 3.5 minutes

5 inch reel = 200 feet  
approx. 14 minutes

7 inch reel = 400 feet  
approx. 28 minutes

## Prices are based on footage running times.

We make our best effort not to transfer unexposed areas longer than 5 to 10 seconds.

50 foot film reels will be spliced onto 400 foot reel for video transfer.

All original material is returned.

A 50-ft reel of film played back at 18 fps is 3.3 minutes long.

Panning - short on and off bursts with a moving camera - gives the impression that the film is playing back too fast.

All 8 mm film is really 16mm film cut in half at the processing lab.

## Video Cassette Length Minutes

Film Type	Projection Speed Frames per second	30	60	90	120
Regular 8	Approx. 16 to 24 fps	8 50 ft rolls 350 feet	16 50 ft rolls 750 feet	24 50 ft rolls 1100 ft	32 50 ft rolls 1600 ft
Super 8 Silent or Sound	Approx. 16 to 24 fps	9 50 ft rolls 450 feet	18 50 ft rolls 900 feet	27 50 ft rolls 1350 ft	36 50 ft rolls 1800 ft
16mm Silent	Approx. 16 to 24 fps	20 50 ft rolls 1000 ft	40 50 ft rolls 2000 ft	60 50 ft rolls 3000 ft	80 50 ft rolls 4000 ft
Slides	Approx. 6-7 seconds intervals 2 sec. dissolves between slides (approx. 8-9 sec. total)	195 Slides	390 Slides	585 Slides	700 Slides
Prints	Approx. 6-7 second intervals with cut transitions	195 Prints	390 Prints	585 Prints	700 Prints

## Camera Facts - There were more than a dozen camera manufacturers.

Here are most of them:

Bell & Howell (8mm & 16mm, Super 8, Super 8 sound)

Bolex (8mm & 16mm, Super 8, Super 8 sound)

Bauer (Super 8, Super 8 sound)

Elmo (Super 8, Super 8 sound)

Eumig (Super 8, Super 8 sound)

Keystone (8mm)

Kodak (8mm Brownie, Super 8, Super 8 sound, 16mm, K-1 combat camera)

Polavision (Super 8 cartridge with sound)

Revere (8mm)

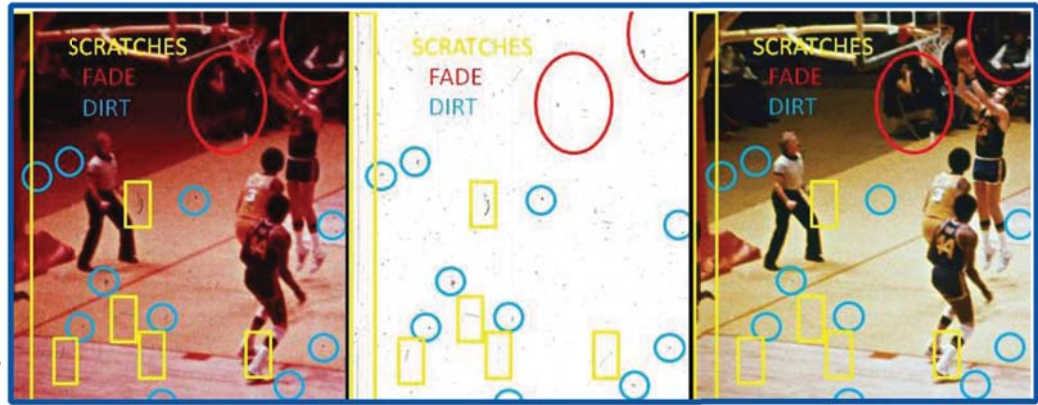
Technicolor (Super 8 cartridge no sound)

# New Movie Scanning Services

## Professional Movie Film Digital Restoration

We provide museum quality preservation and enhancement of 35mm and 16mm professional and amateur films.

This example image shows the original image, an infrared layer detailing the defects and a final color corrected and defect free image.



Once reserved for Hollywood's most popular movies, our affordable digital restoration brings new opportunities for preservation and enhancement to even the most segmented markets. Restoring movie film a decade ago, film costs hundreds of thousands of dollars. Now the same process can be done for a fraction of the cost. Clean digital images require superior scans with optimized resolution, color fidelity, low noise and defect correction applied. Image Trends offers high quality scanning services with output in a variety of digital formats, image sizes and resolutions. We scan the standard formats including Academy, Anamorphic and Full Aperture at full (4K) or half resolution (2K). Image Trends uses the latest ScanMaster 4000 scanning hardware with Digital ICE automated defect detection and removal technology. With Digital ICE, the content from the original camera negative is delivered without dust or scratches. The advanced technology provides a clean image without the blurring effects of pixel fill methods used by nearly all software programs. With this patented technology, the original content under the defect is restored and the digital master file looks as if it was captured the day it was originally shot. Our scanning technology uses the Academy Award winning Oxberry film transport, which is pin registered for maximum image stability. Our film scanner, incorporates the latest in low noise, high resolution CCD imaging to produce a truly outstanding 4K scan (16 bit Tiff) that can be used as a digital Master File or to print quality enlargements.



From the people who invented and developed Digital ICE.

## Premium Digital Direct Frame Capture

The Direct Frame Capture incorporates a built-in 3-CCD camera for direct, frame-by-frame scanning off the enlarged gate for access to 100% of the film frame. The Direct Frame Capture system scans the emulsion side of the film with three jumbo, 1/2 inch, hi-res CCDs for maximum clarity. A diffused light source reduces the appearance of scratches. An ultra-cool LED light source helps protect the film from burning or warping. The sophisticated system uses a high quality, uncompressed Y/C video output directly to digital file. That digital file is then processed through D-Tech for color and brightness correction.

## Popular Ariel Direct

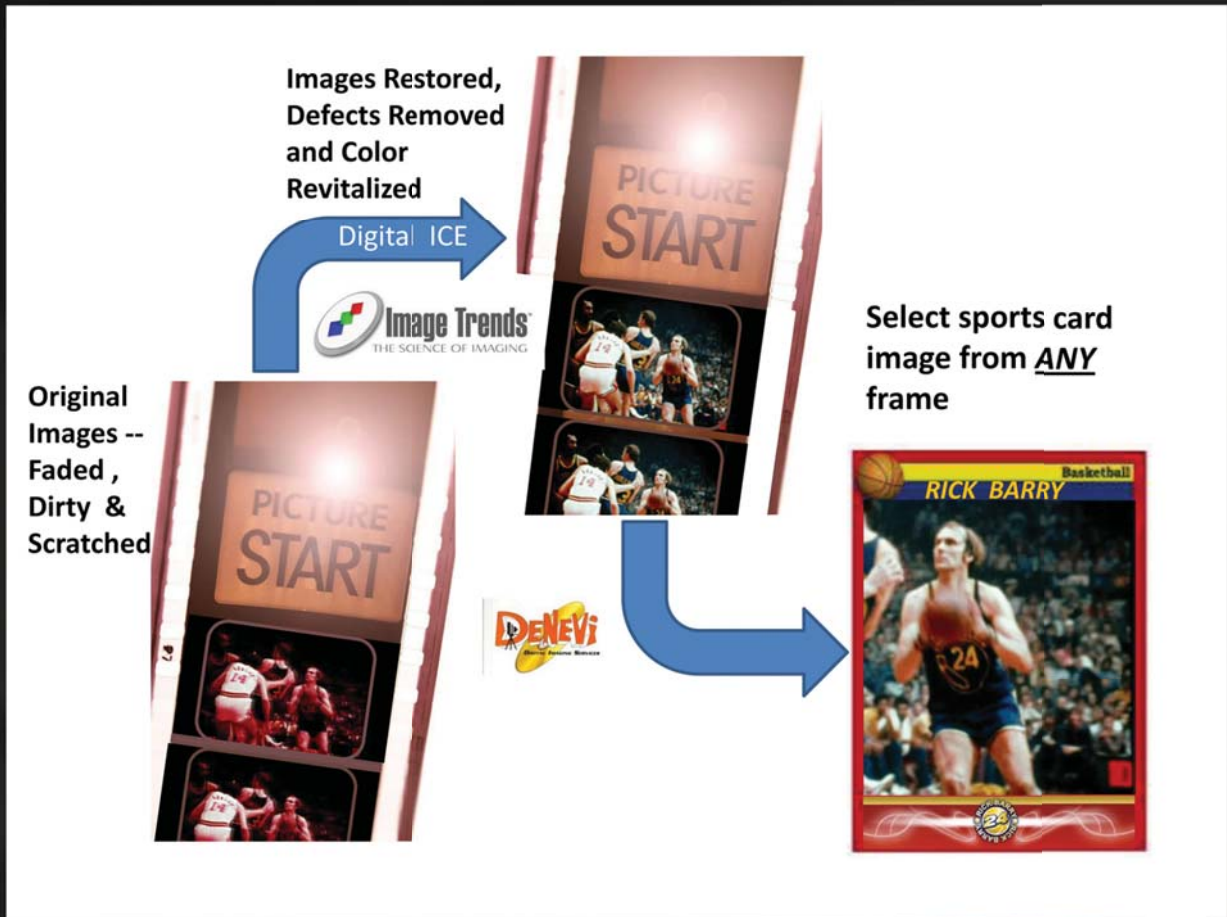
The technology in our 8mm, Super-8, and 16mm movie transfer system uses the same principles as the systems used to transfer Hollywood motion picture films. Custom engineering has allowed us to utilize a 500-line full NTSC resolution television camera and an aspherical corrected macro lens to capture the movie frames directly from the emulsion of the film. Combining with circuitry that eliminates flicker and corrects for frame-rate, the video signal passes through a color-correction and contrast filter in order to correct the problems of the original film which normally is faded in both brightness and color as a result of age.

The end result is video that often has a significantly higher quality than the original image. This video is captured directly by our digital encoders and authored onto DVD. No additional generation loss and no additional encoding and compression means maximum quality in the image. No other transfer service can duplicate our process!

# 16mm & 35mm Film Scanning Upgrade

Full DVD Resolution Frame-by-Frame Film Scanning

**Now** moving images converted into still photographs that are restored, printable and very affordable.



A 30 minute highlight film will capture over 40,000 still images that can be made into trading cards, 4X6s, 5X7s and 8X10s. You can create Photobooks and other numerous gift items. Just think; images that have only been seen for a split second can now be printed and saved for generations.



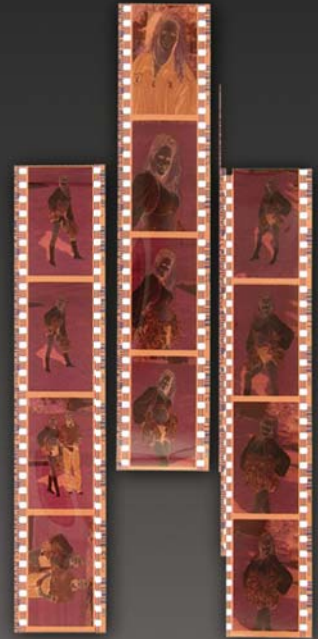
# Scanning Services



SLIDES 2 1/4 x 2 1/4



PRINTS



NEGATIVES



35mm

All Negatives: 35mm, 70mm, 110mm, 120mm, 122mm, 126mm, 127mm, 620mm, 2 1/4 x 2 1/4...

## DIGITALLY ENHANCED IMAGE SCANNING



Each slide is scanned using Kodak "Digital Ice" to remove dust

All slides are color corrected!

POWERED BY



&



TECHNOLOGY

Included with each order: **Bonus \$70 FREE Goods!**



Digitally enhanced DVD



DVD thumbnail case



Motion thumbnail scene selection menu



Free digital back-up for one year



Free pack of Jelly Bellies



# NEGATIVE SCANNING

Preserve your precious memories before they fade away!

Do you have a shoebox full of negatives and you don't know what they are? Bring them in to us and we can have them scanned for, digital images, prints, slide shows and made available on CD or DVD to share with your family and friends.

POWERED BY  &  TECHNOLOGY



Negatives:  
35mm, 70mm,  
110mm, 120mm,  
122mm, 126mm,  
127mm, 620mm,  
2 1/4 x 2 1/4,  
glass negatives  
and much more...

Just a sample of the many types of negatives that can be scanned with our services.



# PHOTO SCANNING

Bring your photos back to life. Have them scanned in our photo lab to digital images and turn them into a slide show, a home video presentation, or to prepare for a photo album. Put them all to CD or DVD and share them with family or friends.

Many Sizes Available.  
Prices vary on scan sizes.

**Included with each order:**

**Bonus \$70 FREE Goods!**



Digitally Enhanced DVD



DVD Thumbnail Case



DVPics



Editing Software



Free Digital Back up for 1 year

# Personal Video Production

## Imagine All The Possibilities

Create a personal video photo production for yourself, family and friends!

**Family Albums- Videos or Travelogues**  
**Wedding Albums- Anniversary Celebrations**

**Memorial Services**

**Vacation Memories**

**Baby Albums**

**Birthday Parties**

**Bat or Bar Mitzvah**

**Graduation**

**Any Special Event**



## Production Package Offers:

Standard 50 Images: 2 songs & 2 titles

Standard 75 Images: 3 songs & 3 titles

Standard 100 Images: 4 songs & 4 titles

Extra prints can be added for an additional charge.

# Editing Services

**Available for standard or professional formats.**

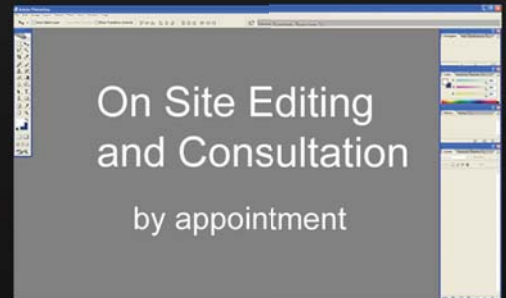
## **Professional formats include:**

Pro Tape to DVD - Betacam, Betacam SP, DVCam, DVC-Pro, Umatic, Digibeta, '1" Open Reel and 35mm Movie Film.

Transferred to a digital format with numerous formats and output devices available.



## **Production Services**



## **Latest Adobe Software**

State of the art computer software is used to create your precious memories.

Customers have the option to create their productions with movie clips, slides and prints. There are several packages they may choose from with options of text titles, easy listening music or their own custom track and even custom transitions. Scanning services are also available for prints and slides.

# Foreign Tape Transfers



Convert your PAL or SECAM VHS, MiniDV, VHS-C or 8mm tapes to NTSC.  
0 to 2 hours of tape transfer available.



## Foreigns Duplication Formats: PAL • SECAM

VHS to DVD  
8mm Video to DVD  
Pal VHS to DVD  
LP • EP  
SP

Super VHS to DVD  
Beta to DVD  
SECAM to DVD  
MDV to DVD  
NTSC to DVD



### Foreign Duplication Format Options

Make additional copies of video tapes for family, friends or business use by converting US formats for viewing in foreign countries or converting foreign formatted tapes to US compatible formats.

#### Video Format - PAL (Phase - Alternate - Line)

Afghanistan	Algeria	Argentina	Austria	Australia	Bahrain	Bangladesh	Belgium
Brazil (M)	Brunei	China	Denmark	Fiji	Finland	Germany	Ghana
Hong Kong	Iceland	Israel	Italy	Jordan	Kenya	Kuwait	Liberia
Libya	Malaysia	Netherlands	New Guinea	New Zealand	Nigeria	Norway	Pakistan
Portugal	Qatar	Sierra Leone	Singapore	South Africa		Spain	Sudan
Sweden	Switzerland	Tanzania	Thailand	Turkey	Uganda	United Kingdom	United Arab Emirates
Venezuela	Yugoslavia						

#### Video Format - SECAM (Sequential - and - Memory)

Albania	Bulgaria	Columbia	Congo	Czech Republic	Djibouti	Egypt	France
Gabon	Germany	Guadeloupe	Greece	Guyana	Haiti	Hungary	Slovak Republic

#### Video Format - NTSC (National Television System Committee)

Antigua	Arilles	Aruba	Bahamas	Bermuda	Bolivia	Burma	Canada
Chile	Costa Rica	Cuba	Curacao	Dominica	Ecuador	Greenland	Guam
Guatemala	Japan	Mexico	Nicaragua	Panama	Peru	Philippines	Puerto Rico
Samoa	South Korea	St. Kitts	Surinam	Taiwan	Trinidad	Tobago	USA
Venezuela	Virgin Islands						

Notice: We can only preserve the original quality of the tape.

# True High-Definition Transfer

**DENEVI DIGITAL IMAGING** is now offering Transfer Services to Blu-ray.

**NOW AVAILABLE**

**HD MiniDV to Blu-ray**

If you use an HD Camcorder you owe it to yourself to get the highest quality transfer available!



**16mm Movie Film to Blu-ray DVD**



**Slides to Blu-ray**



**Blu-ray Digital HD Transfer retains 100% of the quality of your original.**



Blu-ray Disc (BD), is the name of a next-generation optical disc format. The format offers more than five times the storage capacity of traditional DVDs and can hold up to 25GB on a single-layer disc. This extra capacity combined with the use of advanced video and audio codecs will offer consumers an unprecedented HD experience.

While current optical disc technologies such as DVD, DVD±R, use a red laser to read and write data, the new format uses a blue-violet laser instead, hence the name Blu-ray. The benefit of using a blue-violet laser is that it has a shorter wavelength than a red laser, which makes it possible to focus the laser with even greater precision.

Keep in mind, Blu-ray Disc require a Blu-ray player or Blu-ray computer drive to view.  
(Blu-ray Disc will not play in a standard DVD device)



Brings Your Digital Movie Collection to Life



## Hard Drive Digital TV Viewing System

Preserving and Storing your Precious Memories have just gotten Better!

Denevi Digital Imaging is now offering a new and exciting way to preserve and store those precious memories. In addition to Transfer and Scanning, Video Tapes, Movie Film, Slides, Negatives and prints to DVD.

Denevi can put your digital files to a portable hard drive. Add a Patriot Box Office to the hard drive you have the latest technology to view and share your memories directly on your HD TV.

Denevi has developed their technology to give you full DVD menu control while using the Patriot Box Office:



Patriot has simplified playing and accessing your digital library, bridging the gap between your digital media and your Home Theater. The Patriot Box Office offers an easy way to play your digital media stored on USB storage devices, on a network device, or using an optional internal 2.5" Hard Disk Drive (HDD). Patriot Box Office becomes the digital media hub tying everything together into one simple, easy to use high definition media experience.

Patriot has also increased the competitive value of their Patriot Box Office by including an HDMI 1.3 cable. Simply connect the HDMI cable from the Patriot Box Office to an HD ready display, and gain immediate access to your digital media collection, streamlining your ability to access content that before was a multi-step process.

**Burn your own DVD copies:**

You can even use your PC to burn the your digital files to new DVD-R and make full functions DVDs to share and store. \*(a DVD burning software that supports ISO files such as Nero Burns is required.)

**In an Emergency Grab and Go:**

We all want to protect our precious memories in time on an emergency. With all your digital memories files on the external hard drive. You can grab a single item with up to hundreds of Precious Memories. Or, We can make you a second copy of the hard drive to keep off site.

# Audio Transfers

## Convert your collection to Digital

Let the listening, editing, uploading and sharing begin.

We can convert your old audio media into over 20 formats, the most popular being MP3, WAV and AAC for iTunes and your iPod.

Once your music is digitized you can store, search and play them on your computer or other players.

Numerous software programs will allow you to edit and combine songs with video and pictures.

**Audio Cassette | 8-track | Reel-to-Reel | DAT | 33-1/3 Vinyl | 45 Vinyl**



Be it audio cassettes, 8-Tracks, Reel to Reel, DAT, or Vinyl records, we can transfer your favorite audio media to a playable CD.



# Photo Restoration Services



## Photo Restorations

Restoring old family photographs makes a priceless heirloom even more valuable by bringing it closer to its original condition or even improving it by adding color, changing backgrounds and archiving it for generations to come. Our Graphics Division is home to some of the best photo restorers today. Every order is delivered with your original untouched, a stunning new print, plus the digital files archived on a DVD.

### Photo Restoration Minor Restoration (damage less than 25% of image)

Includes: the scan of your original image (up to 12x17)  
Restored image returned to you on a DVD  
Restoration of color balance, spots, and tears.  
\*If faces need restoring you must upgrade to medium or maximum restoration

\*Prints are extra.



Sample of a Minor Restoration ►



### Medium Restoration (damage less than 50% of image)

Includes: the scan of your original image (up to 12x17).  
Restored image returned to you on a DVD.  
Restoration of tears, scratches, spots, color balance also available is minor removing of people, faces or backgrounds.  
\*Each additional person in image requiring restoration work is \$15.00.

\*Prints are extra.

◀ Sample of a Medium Restoration.

### Maximum Restoration (damage 50% or more of image)

Includes: the scan of your original image (up to 12x17).  
Restored image returned to you on a DVD.  
Restoration of tears, scratches, spots, color balance.  
Also available is major removing of people, changing faces or removing complicated backgrounds.  
\*Each additional person in image requiring restoration work is \$15.00.

\*Prints are extra.

▼ Sample of a Major Restoration ►



# Custom Photo Books

Custom Photo Books is a service offered by our graphics department. We scan, organize, design and produce a stunning full color photo book with a slick glossy cover. Your logo and custom text included.

These photo books make great gifts and wonderful mementos of any special occasions or trips.

Artists can use our photo books as a portfolio to show case their artwork to potential clients.

Businesses and manufacturers can create professional sales books and product details at very affordable prices. Restaurants can use them as full color menus. Wedding gifts, baby books, the possibilities are endless...



## or Do-it-yourself photo books



Do-it yourself by logging on to our website: [www.denevi.com](http://www.denevi.com). Find the Photo book link on the left side and click the get started button. Be sure to watch the Picaboo X guided tour and learn how easy it is to make beautiful photo books from the comfort of your own home.

We value Picaboo as one of the easiest and most creative on-line photo book programs. From very basic books to the highest quality, flat bound wedding books, you will find a variety of creative layouts and tools that make it fun and easy to.....GET CREATIVE and start sharing your memories with friends and family.

# Digital Printing Services

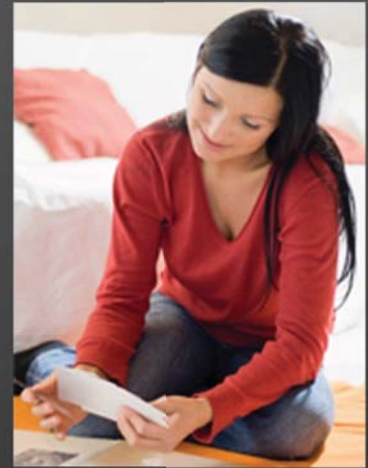
## Photographic Prints

*from your digital files*

Make prints from your digital camera and bring those precious memories to life. Do not forget to make copies for your family and friends too!



With your FREE online photo album you can order digital prints from home.



**Award Winning Custom Quality  
Photofinishing at competitive prices**

### Prints made from:

- Digital files
- Memory Cards
- Cell phones
- On-line ordering
- Prints
- Negatives
- Slides
- Digital Cameras

Wallets~4X6~5x7~8x12



## On Site Photoprocessing

Utilizing traditional paper and chemicals for exceptional color and print stability.

**One Hour Service available.**



# Banners & Signs

Design your own,  
Choose from templates  
or we'll design it for you!

We offer various sizes and dimensions  
to suit your needs.

Banners are printed on:

- Lightweight poly
- Adhesive vinyl or
- Heavy-weight vinyl

**RUSH**  
Service  
Available



# Large Format Prints

From your digital files

## Professional Quality Enlargements

From 8, 16, 24 or 36" high to 96" long!

Prints are printed on:

Lustre Surface or

Canvas Surface

Mounting and laminating available



Professional graphic designers are available to help you!

## Make an impact

Turn snapshots into art

A history of quality, innovation and service to some of America's finest companies



Michael S. Deveni  
Vice President & COO

Frank R. Jimenez  
President & CEO

# Processing a Customer's Order

## *Receiving an Order*

Orders can be received through our secure online ordering system, walked in to the facility by the customer, or mailed to us. The customer fills out an order form that states what kind of transfer they want done, how many copies they would like, labels, and any other special instructions.

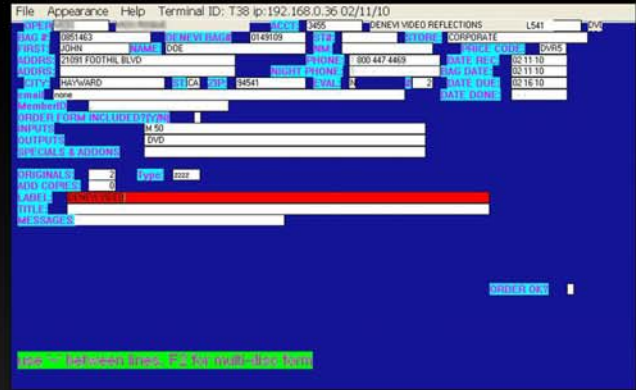


# Processing a Customer's Order

## Logging the Order into Our System

Once an order has been placed, an order number is generated so that the order can be easily tracked by both the DVD Lab and the customer. The order is placed into a box bearing the customer's last name, order type, and the order number. From this point the customer can contact us and check to see how far into the process their order is.

Once logged in, twin check tags are printed and applied to the customer's media to ensure that their media stays with the order. If the customer desires a specific sequence, the twin check tags are applied accordingly



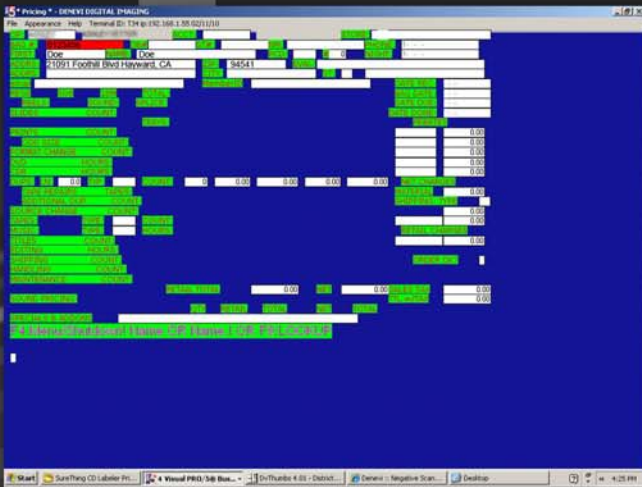
# Processing a Customer's Order

## Pricing the Order



Once the order's media is timed spliced, or counted, the prices are calculated based on running time, footage, or amount of images to be scanned.

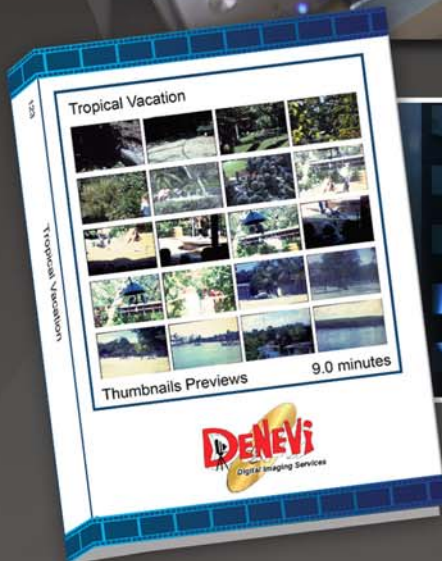
The prices are entered into the computer system. If the price is different from what was estimated for the customer, the customer is notified before the order carries on through the process. A price label is made and applied to the order's box and paperwork.



# Processing a Customer's Order

## *Digitizing the Customer's Media*

Once the order has been priced, it is converted into a digital format where video tapes and movie film are captured and then mastered on a DVD using the latest technology, or where images are scanned on a high resolution scanner and then put into a slide show format. Extreme care is taken during this process.



# Processing a Customer's Order

## Packaging and Shipping



When the orders have finished the digitizing process they go into the quality control department. This is where extra DVD copies are made and disc labels are printed. From this point, the orders are carefully packaged to ensure protection during shipping.



If the order was walked in by the customer, we notify the customer that their order is ready for pick up. If they were mailed in to us, we generate the shipping labels, give the customer their tracking number, and send the order off to the customer.





## Contact Information:

Denevi Digital Imaging Services  
21091 Foothill Blvd.  
Hayward, CA. 94541  
1-800-447-4469  
**www.denevi.com**

Frank Denevi  
President & CEO

800-828-3791

denevi@denevi.com

Michael Denevi  
Vice President & COO

800-243-3300

michael@denevi.com

Guy Mendenhall  
Operations/Customer  
Service Manager

800-447-4469

guy@denevi.com

Raymond Chester  
National Sales Manager for  
Sports and Archiving

510-693-3803

CHES88@aol.com  
Oakland Raider All Pro

Heidi Vetter  
Image Specialist

559-906-8156

heidi@heidivetter.com

Eric Buchbinder  
CTO

925-255-3699

eric@dreamhs.com

Billy D'Anjou  
Graphic Artist/Lab Tech

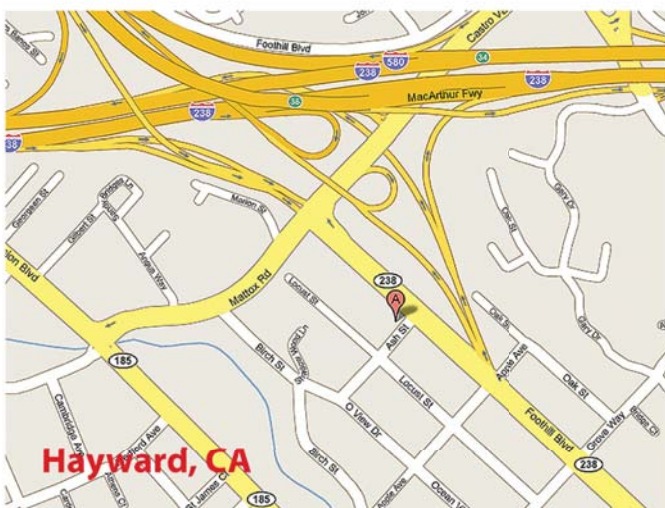
800-447-4469

billy@denevi.com

Bhavesh Chhiboo  
Graphic Artist/Lab Tech

800-447-4469

bchhiboo@denevi.com



We are the nation's oldest and  
most experienced video transfer company.

Now You Can Offer the Finest  
**VIDEO TRANSFER  
SERVICE**





Mike Denevi & Frank Denevi

## "The Denevi Story"

"One hundred fifty years ago, gold was discovered in Northern California and the Gold Rush era had its beginnings. Had Frank Denevi been around in those days, undoubtedly he would have been one of the first to hit the trail with other ambitious 'entrepreneurs' of the time. Frank lives and works not very far from the site of this historic discovery and has spent the past 40 years in both the wet and dry sides of photo finishing." ..... Photo Marketing, May '98

Since 1959, Denevi Camera and Video catered to the photographic needs of the San Francisco Bay Area with quality still and video camera equipment, photo processing and copying, camera repair and competent, friendly service.

Frank's business thrived as he blanketed the SF Bay Area with a chain of stores located in major population centers. He appeared frequently on Northern California television and radio stations and in local publications, and was one of the first retail business owners in Northern California to do his own television commercials. At one time, the most recognized song in the Bay Area was the Denevi Camera and Video jingle, which went "Dublin, Berkeley, San Lorenzo, Cupertino and San Jose". The name Denevi became synonymous in the Bay Area with quality photo supplies and service at fair competitive prices. He provided photographic services to several major sports teams, popular musical performers, and local government bodies.

In the 70's and 80's the company kept pace with the rapidly developing photographic and video technology, and ....

"In 1984, using a Hope Video Transfer Station, he introduced a new sideline: Video. He began to offer consumers the opportunity to transfer their old movie films onto tape, allowing these precious memories to be viewed on the then-new and booming media of the time, VCR's. At that time, the Denevi operation was not alone in this type of venture, but today he is one of only a few remaining sources of video transfers." ..... Photo Marketing, May '98

Frank rapidly expanded his transfer capabilities to include still photos and slides, making it all possible by adding the latest equipment to his high-tech operation as it became available. He developed image capture and editing techniques which enabled the skilled Video technicians to intermingle film, photos, slides and even custom background music into smooth and stunning video taped productions of precious memories reflecting activities ranging from business presentations to graduation ceremonies, bar mitzvahs to funeral memorials, vacations to class reunions and many other memorable events which one would want to preserve and conveniently view and show on a television set.

In 1997, Frank sold the 38-year old retail camera and photo side of his business and dedicated his efforts and his entire operation to the burgeoning wholesale video transfer service. Using the latest advances in equipment and technology, Denevi Digital Imaging receives and completes video transfer orders from around the globe. Frank has formed alliances with several major nationwide retail chains -- Wal-Mart, Longs Drugs, Walgreens, Kodak, KPL, AAA, Cosco, Wolf Camera, Ritz Cameras, Kits camera, Qulex and others -- and with one of the world's largest photo processing companies -- Fuji USA. At the stores of the retail chains, customers use Video Transfer Ordering Kits which, when completed by the customer, are sent by the store to Denevi Digital Imaging, processed, and returned to the retail store.

The company rode the crest of the technological revolution of the late 20th century and early 21st century, staying abreast of the photo, computer and video technology. The company now converts home and professional video tape to DVD including the latest HD formats, movie film to DVD, slides to DVD, prints to DVD. The company has an electronic billing and order tracking system, as well as Web Site Support with online order tracking. Also featured are high resolution scanning of slides, prints, negatives and short and long roll film. Headed by Frank, and his son, Michael, the COO and vice-president, the Hayward, Calif.-based company boasts state-of-the-art technology and a homespun feel. Denevi's "personal touch" customer service has fostered lasting relationships with a wide variety of customers.

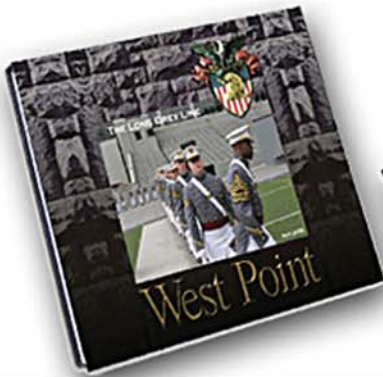
Today, Denevi Digital Imaging is a leading supplier of video transfer services. A visit to Denevi's new modern facility located in Northern California reveals a competent, bustling staff, the nearly constant ringing of tele-phones, a mind-boggling array of machines and computers, stacks of finished product ready for shipment, and a display-case collection of cameras and photographic artifacts that any museum would be proud to own. And Frank R. Denevi still manages to stay involved with his first love - photography. He maintains a professional relationship with Bay Area sports teams including the Oakland Raiders, Golden State Warriors, Oakland A's and the San Francisco Giants and provides photo processing services for many legends of the NFL and NBA,

Denevi takes baby boomers back to their roots with new "D Technology" Slides to DVD Transfer Service! The beauty in "D Technology" is it actually improves the color quality and removes dust and scratches. This brings a family's photo memories up to date, vastly improving their quality and expanding their ability to be shared with others. Moreover, Denevi's archival Gold DVDs produce the highest-quality available product in the market and will last 100 years. The new slide to DVD transfer service enables customers to watch treasured family films on their computer and/or TV, and transfer them to other family members or friends. Utilizing archival Gold DVDs extends their vibrancy for generations to come. New slide-scanning technology in a jpeg format also allows customers to print or email images.

You can be sure that Denevi Digital Imaging will remain at the leading edge of the ongoing technological revolution to provide you with the very latest video imaging, storage and retrieval methods so that you can.....

Preserve Your Precious Memories!

*Denevi was selected to archive the 100 years of the history for US Military Academy at West Point!*



Army vs Navy 1931 - 77 years old movie film found and restored to better than original quality and transferred to DVD. WOW!

**Transfer and Archive Your Memories. Keep them Safe!**

## A Visual Snippet Of Our Rich History



Denevi Camera Store SLZ



## From shoebox to TV screen

# Video transfer volume increases 500 percent in 5 years

One hundred fifty years ago, gold was discovered in Northern California and the Gold Rush era had its beginnings. Had **Frank Denevi** been around in those days, undoubtedly he would have been one of the first to hit the trail with other ambitious "entrepreneurs" of the time. Frank lives and works not very far from the site of this historic discovery, and has spent the past 40 years in both the wet and dry sides of photofinishing.

Working out of his San Lorenzo, Calif., location, Denevi has grown his retail store into a very successful business. In 1984, using a Hope Video Transfer station, he introduced a new sideline, *Video Reflections*. He began to offer consumers the opportunity to transfer their old movie films onto tape, allowing these precious memories to be viewed on the then-new and booming media of the time, VCRs. At that time, the Denevi operation was not alone in this type of venture, but today he is one of only a few remaining sources of video transfers.

Denevi explains, "In my mind, there was little question back then VCRs were more than a temporary craze. We fully expected this media would eventually be as common and as permanent a fixture in the household as TVs or toasters. Our initial experience on a local basis was very encouraging, and we decided to extend our coverage on a national scale. To this end, we entered into several strategic working alliances with various companies, including Kodak."

This vision, of course, has proven true. Reportedly, today in the United States there are 95 million households with television sets, and 89 percent of these also have VCR players.

Frank nods his approval and adds, "Is there any doubt this huge population also has pictures of all sorts in attics, basements, closets and the like? These are memories people want to view again, if only given the opportunity to do this conveniently...and what can be more convenient than that VCR sitting on top of everybody's TV set? There are millions of shoeboxes full of pictures waiting to be placed on tape and made suitable for easy family viewing."

When we visited **Denevi Camera and Video** during the latter part of 1997, about one-half of the 9,000 square foot store was used for retail sales, including on-site processing. The remaining space was devoted to *Video Reflections*. Since then, the retail portion of his operation has been sold to **Wolf Camera and Video**, Atlanta, Ga. Frank commented, "Working with **Chuck Wolf** was a pleasure. It allowed me to fulfill my dream and permitted me to devote my total attention to one business — wholesale video transfer. I am also fortunate to have my family working with me, including my wife, **Dee**, and my son, **Michael**, as our vice president in charge of operations. He is also my friend."

Frank points out, "We are very excited. While we have enjoyed many years running a photographic retail establishment, we are especially proud of the great strides we have made in the video transfer business. As we move into our new 8,000 square foot facility, we look for-



Frank Denevi

ward to even a more rewarding future in this endeavor. The new plant may provide almost the same space we had before, but now we are entirely devoted to wholesale video transfer service."

When asked just how successful this venture has been and how he accounts for this exceptional track record, he replied, "We have the capability to transfer 160,000 feet of movie film per day, plus prints and slides, as well as duplication orders. This past Christmas rush, we completed more than 5,000 orders in a 3 week period. Five years ago, we struggled to produce 1,000 orders during the same interval.

"We attribute our success to the fact we listen to the comments and concerns of

our customers," he explained. "We also have the latest in equipment and technology.

"There are some legitimate concerns about parting with precious memories and sending these off to a service far away. We provide safe packaging and clear instructions. Accessibility to our customer service department is available to the retailer, as well as the consumer, at all times. Via our toll-free hot line number, we are a phone call away to help fill out the order and to help in transcribing the requests of the customer onto the order instruction sheet.

"Additionally, we are available to track where an order is at any given time. Our plant personnel have complete control of all work in process, from receiving to shipping."

In essence, all transfer work occurs in real time, since video recorders are "taking pictures" of consumer pictures. At any one workstation, as many as four transfer orders can be fulfilled at one time. While most of the exposure is being used to record onto the new media, some amount of light is directed to enable viewing on a monitor. This permits concurrent QC monitoring as orders are being completed. A standard transfer order, without titles, background music, or intricate editing, can be re-



*New corporate headquarters, devoted entirely to the latest technology of video transfer.*

turned within 14 working days and is reasonably priced. A transfer order of this type might include up to 850 feet of movie film, 80 slides or 80 prints.

Frank Denevi is quick to point out the huge potential of his business. "Literally millions of memories are lying idly around. To the processor, we offer a profitable service which essentially is a noninventory item. For the consumer,

we offer splicing, editing, sequence arranging, titles, background music, zoom, dissolves...you name it, we do it. Customers can order family vacation travelogues, a chronicle of family events, wedding albums, anniversaries, celebrations, or even for the business person, an attractive video presentations from slides. This market is still virtually untapped, and we are in it for the long haul."

What about computers and the current capability to transfer existing images onto floppies and the Internet? Denevi does not view this as a threat. "On the contrary. We welcome this new technology. Our engineers are presently investigating how, through digitization techniques, we can reduce the cost to transfer images and prints, in particular. Images in a digital format are easier to edit and enhance. Most important, we are not married to transferring pictures to video alone. We expect to stay current with the times. At the proper moment, we will be ready to transfer images to floppy disks, CDs, or via the Internet directly to the consumer's computer, utilizing our nationwide network of wholesale dealers and processors. We think the future is bright." PM



*New and expanded duplication and format transfer stations (VHS, VHS-C, 8mm video, Beta and NTSC, PAL & SECAM) provides top quality for any quantity of duplications.*

— By Herb Stein

# A Visual Snippet Of Our Rich History

## Our Family



Grandchildren  
Carly, Kylene, Trevor, Tyler, Ariana



### MORE FAMILY



Dedicated to  
**Dee Denevi**  
March 2010

In loving memory  
of the of the  
wife and mother  
who created  
this family  
and  
this business.