

YOUR GUIDE TO *Lasting Memories*

HOW TO DIGITIZE YOUR LEGACY



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“Hearing my parents’ voices after they had long since passed away, was incredible.”

—A CLIENT WHOSE FAMILY HAD SENT AUDIO TAPES BACK AND FORTH ACROSS OCEANS TO STAY IN TOUCH DURING THE VIETNAM WAR



THE TIME IS NOW

2 Huge Ways Your Memories Are At Risk:



Even if stored properly, **your analog media is already deteriorating.**

Sadly, it is simply the nature of the materials, which are susceptible to oxidation damage, humidity, and sunlight -- not to mention the rise of natural disasters. It can seem like the odds are stacked against you.



In the event of your death, will your family be able to make sense of your memories and effects, or will the piles of unorganized photos overwhelm your loved ones in an already difficult time?

We have good news: digitizing now ensures your loved ones will enjoy your memories for many generations to come!



Here's how we help you fight against the clock and keep your memories intact:

What is Digitizing?

It's how you leave a legacy instead of a mess.

These days, the best way to protect precious memories for the long term is to get them Digitized.

Digitization is a process performed by photo specialists like us who capture high-quality scans of your photos using state-of-the-art technology to digitally copy your photos or home movies. The digital copies are then stored on a USB drive, hard drive, CD, or sent via email as a download.

We even have an app called Projector that lets you watch your memories like netflix!



SHARE YOUR
MEMORIES
DIGITALLY

THE TIME IS NOW

DOING YOUR PART

How to Prepare and Organize Your Memories for Digital Saving

Sorting through old photographs can be overwhelming, but our expert tips will make this process much easier.

One note before you dive in... Be emotionally prepared! A wide range of emotions may come up as you go through your memories; while it is okay to linger for a minute if you need to, allow yourself to move on to the next photo after that.

Engaging with your memories will be much easier once they are sorted and digitized. For now, stick to a few mins max per photo, and, ideally, only a few seconds! Lastly, be sure pace yourself and take occasional breaks.

Before you begin
Answer a very important question: At the end of this process, what do you want to be able to do?

fw PRO TIP

STEP ONE

Begin by gathering all your photos completely. In a well-lit room, lay out all your photo prints, albums, and memorabilia. Next, start sorting this mess into two distinct piles: Keep and Toss.

Focus on keeping only the most important photos. Don't be afraid to throw away photos.

An almost identical photo of an event does not add much value—just keep the best shots. Unwanted and blurry photos can be tossed!

If you don't know what memories are on something, like an old VHS tape or movie reel, that's okay; set it in the Keep pile for now. When the media is digitized, you'll be able to find out what is on there!

STEP TWO

Once you've sorted everything into two piles, **it's time to make more specific piles from the Keep pile!**

We recommend sorting your photo stacks by life events and/or themes. For example: Christmas, family vacations, funny photos, nature. However, the best way to sort your photos and memorabilia is in a way that makes sense to YOU and your family. Use a post-it note, plastic bags, or containers to label your piles.

This step of organizing and labeling is vital, and will come in handy later when you hand off your newly organized photos to be scanned and digitized.

STEP THREE

Once your collection is ready, we can do our part.

All you have to do is pack your collection and transport it to us, your local facility!

Our in-house specialists will take great care digitizing your important memories. Whether you need home movies saved for the digital age or photos and recipe books scanned, we've got your back!

Questions? Come by and see us!

WE ARE LOCATED AT:



6504
KINGSTON PK
KNOXVILLE, TN

“Taking the time to organize your photos is a priceless investment and a gift your loved ones will treasure for generations to come.”

—CATHI NELSON, AUTHOR OF PHOTO ORGANIZING MADE EASY



Organize by life events, not by the year!

You may not be sure which year a holiday photo was taken, but you'll know it was the holidays. Sort by theme or event, such as birthdays, weddings, school, sports, etc.

fw PROTIP

**You have
the power to
give a gift
that lasts.**

Once your collection is ready, we can do our part:

digitizing your legacy

DOING YOUR PART

DOING OUR PART

Our Services

Media We Digitize:

VHS / VHS-C

Hi-8 / Digital 8

Mini DV

Betamax

Pro Tape

Reel to Reel

Records

Audio Cassettes

8mm Movie Film

16mm Movie Film

Celebrating 40 Years

We've been doing this for a long time. Your memories are in experienced hands.

Photos

Slides Negatives

Memorabilia (such as letters)



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the
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Play on Any Device

Share with the whole family

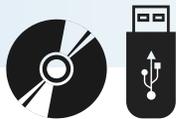
Sharing your memories virtually has never been easier. Once your media is digitized, we recommend hosting a watch party!



Your Options:

HARD STORAGE

USB / THUMB DRIVE
HARD DRIVE
DISC



CLOUD DELIVERY

GET YOUR DIGITIZED
MEDIA AS A DOWNLOAD
LINK VIA EMAIL



PROJECTOR APP

STREAM YOUR PHOTOS
+ HOME MOVIES LIKE
NETFLIX. JUST ASK US!

"Want to be able to play your old home movies as easily as using the remote to hit play? That's as easy as Projector is."

— BECKY BALL, PROJECTOR



"Your memories and milestones are our priority, and our specialty."

— FRANK DISTEFANO, OWNER OF FLEETWOOD PHOTO / THE PRINT REFINERY

DOING OUR PART

STATE OF THE ART EQUIPMENT. LOCAL EXPERTS.



*High quality scanning.
Photo restoration.
We do it all.*

Don't worry if some of your photos are damaged; we can bring them back to life!

We offer a wide range of services to deliver you excellent results.

RETOUCHING & RESTORATION

PHOTO ENHANCEMENT

A slight, overall improvement of the image. Can help fix resolution and create the ability to upsize your photo without loss

LIGHT RETOUCH

Stain removal and slight color correction

MEDIUM RETOUCH

Image will look greatly improved

HEAVY RETOUCH

Complex adjustments



Enlargements + Photo Prints in Limitless Options

So many sizes and materials to choose from. From canvas, to metal, even slate -- you can pick your favorite photo or artwork and make it really special.

INVITATIONS & ADDRESS PRINTING

We design and print in house:

- Save the Dates
- Bridal Shower Invites
- Wedding Invites
- Address Printing
- Menus
- Table Cards
- Welcome Signs
- Directional Signs
- Baby Shower Invites



SEE OUR WEBSITE FOR MORE



"Your memories and milestones are our priority, and our specialty."

— FRANK DISTEFANO, OWNER OF FLEETWOOD PHOTO / THE PRINT REFINERY



CUSTOM FRAMING

Come to the experts.

From immortalizing delicate memorabilia to commemorative displays, Fleetwood's framing services offer attention to detail. Hundreds of choices. Expert recommendations.



GALASSI FRAMES

Dozens of fine styles to choose from.

8x10 and 5x7

Handcrafted in the USA



PERSONALIZED PRINTING

From personal gifts to printing for your business, your options are limitless.



DOING OUR PART

Stream home movies and photos - just like Netflix!



On-demand viewing on any smart TV, phone or tablet.



projectorstream.com





Viewing your digitized memories just got a lot easier!

Meet Projector - the simple and fun way to watch your childhood videos, home movies and photos on your TV - just like you would on Netflix. Share access with family and friends around the world - so everyone can enjoy!



On-Demand Memories

Video tapes, home movies, photos and slides can all be viewed on this platform once they are digitized.

Stream on smart TVs, tablets and phones

Name and organize your videos and photo slideshows



Unlimited Sharing

Give account access to unlimited family members at no additional charge!

There's no easier way to share and view your memorabilia!



Simple & Fun

No emailing hundreds of family photo files, no cloud links or complicated logistics.

Simply invite others to join your personal Projector account.

All generations find Projector to be easy-to-use.



Laugh. Cry. Grab the popcorn!

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**Projector is a viewing and sharing platform - not a permanent storage solution. Always save original digitized copies using a safe cloud service or physical storage device like a USB drive or portable hard drive.*

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WWW.FLEETWOODPHOTO.COM | 865.584.4554



**6504
KINGSTON PIKE**
KNOXVILLE, TN

OUR HOURS

MONDAY - FRIDAY *10am - 6pm*

SATURDAY *10am - 2pm*

SUNDAY *Closed*

