



T 800.987.6794
F 323.852.1093

Press Contact

John Fox, LAC Group
T 480.840.3692
E johnfox@venturemarketing.com

LAC Group
10390 Santa Monica Blvd, Ste. 230
Los Angeles, CA 90048

press release

LAC Group to Sponsor Motion Picture Archiving Events

LOS ANGELES, August 19, 2013 – LAC Group, the Leader in Information Curation and Knowledge ManagementSM, is proud to announce that it will be a Silver Sponsor of [The Association of Moving Image Archivists](#) (AMIA) slate of events in 2013-2014. AMIA is the leading not-for-profit international organization dedicated to the preservation and use of moving image and audio media. Major events include: this week's The Reel Thing: Los Angeles at the Academy of Motion Picture Arts & Sciences Linwood Dunn Theater in Hollywood (August 21-23), The AMIA Annual Conference in Richmond, VA (November 6-9) and the AMIA Digital Asset Symposium (DAS) in New York (Spring 2014).

"As LAC expands its service offering to include the curation of dynamic media collections, we wanted to show our support by partnering with the thought leaders in AMIA," commented Tyler Leshney, EVP, Corporate Strategy & Development for LAC Group. "Supporting AMIA's role as the nexus of the archival community for film, video and now file-based acquisition aligns perfectly with LAC's past, present and where we want to go as an archival partner in the future," he added.

"AMIA is excited to welcome LAC Group to our roster of major sponsors," stated Caroline Frick, president of AMIA. "AMIA relies on our membership and sponsors to drive our overall mission and fund events like The Reel Thing, the Annual Conference and DAS. We look forward to a long relationship with LAC Group and are proud to have their support," she concluded.

AMIA events highlight the latest in archival technologies and workflows as well as the study and artistry of content preservation and restoration. Curated by Grover Crisp and Michael Friend, The Reel Thing, now in its 31st edition, presents an eclectic mix of presentations and screenings highlighting the wide spectrum of tools and talents possessed by the AMIA community. The AMIA Annual Conference serves as the Association's centerpiece event and includes a diverse set of panel discussions, lectures, poster sessions and social events designed to bring together an international community dedicated to archival efforts. Finally, the Digital Asset Symposium focuses on the current and emerging technologies and issues related to the capture and storage of high resolution imagery and sound.

About LAC Group

[LAC Group](#) has been helping its clients enact best practices and solve library and archival challenges since 1987. From information sciences staffing, to metadata creation, to consulting, spend management and

physical media storage, LAC has a complete suite of solutions designed to help maximize the utility of real-time and archival information. A certified woman-owned business, LAC continues to be the trusted choice of major studios, broadcasters, government agencies, Fortune 500 companies and universities seeking to manage the ever-increasing challenges of information and knowledge management.

About AMIA

[The Association of Moving Image Archivists](#) (AMIA) is a nonprofit international association dedicated to the preservation and use of moving image media. AMIA supports public and professional education and fosters cooperation and communication among the individuals and organizations concerned with the acquisition, preservation, description, exhibition, and use of moving image materials.

Press contact:

John Fox

johnfox@venturemarketing.com

1 (408) 840-3692

#