Are your memories safe?

For more than 150 years, people have recognized the unique value of photography. Imagine how this groundbreaking invention has shaped our lives, giving way to preserving precious memories of the people, places and events in our world. And while digital technologies have changed the way we capture and share photos, the desire to safeguard our visual heritage today, and in the future, remains essentially the same.

The companies that comprise the International Imaging Industry or I3A understand this all too well. That is why we created this site to help you understand the how to prepare and preserve your photographic memories for years to come.

Quick start

1. Protect your Pictures
If you have all of your digital photos stored on your computer but have yet to do anything else with them, take steps to protect them right away. Make prints, copy to CDs or DVDs, a second hard drive, or upload them to an online service for storage.

2. Get Organized
Whether you use a photo software program or create your own system based on folders and file names, your digital photos need to be organized in a way that lets you find them when you want them; Learn more here. You will also want to create a place or use a method that will help you to locate them easily and quickly so as to be sure not to lose them.

3. Stay Informed
Watch the industry for technical developments, always use proven technology and products based on well-established standards for equipment and media, including CDs or DVDs and the like.

4. Stick To It
Use the information on this website to develop a system that will personally work for you - and stick to it! Taking care of your life's memories is an important and ongoing task, and not just a one time project.