SAMMA
Videotape digitization for any archive

Revolutionizing Videotape Digitization

Why Acting Now Is Critical

For decades, videotape served as the global standard for broadcast and archival storage, a medium that preserved news, culture, and entertainment across generations. But time has caught up with videotape. It deteriorates, tape decks are old with spare parts that are tough to find. Experts across the archival and media preservation sectors agree: the window for reliable videotape digitization is closing rapidly.

Every year, thousands of tapes stored in closets, on shelves and even in basements degrade beyond recovery. Organizations that delay conversion risk losing irreplaceable historical footage forever. Acting now isn't just about preservation it's about protecting institutional memory, cultural heritage, and commercial opportunity before they disappear.

Broadcasters, universities, and archives worldwide face a ticking clock: once playback systems fail or tapes deteriorate, there is no technology that will be able to recover the content. This makes digitization not a discretionary project, but an urgent global preservation priority.

SAMMA: A Scalable Videotape Migration Platform

Proven Solution

GrayMeta's SAMMA

(System for Automated Migration of Media Assets) is an Emmy Award-winning system for scalable videotape digitization. Designed from the ground up for automation and quality assurance, SAMMA transforms the traditionally manual, time-intensive digitization process into a controlled, repeatable workflow that any archivist, librarian or operator can use with ease.

Key Features

- One, two, four and eight channel configurations that can also be combined, there's a fit for any digitization budget and need.

- Continuous quality monitoring, triggering alerts if signal thresholds fall below set standards.

- Supports every major analog and digital tape type from Betacam and DigiBeta to DVCAM, U-matic, 1-inch, & 2-inch open-reel formats.

Customer Spotlight

In 2025, Reuters partnered with GrayMeta to digitize thousands of hours of historical news footage, content that spans global events, entertainment, and cultural moments. This massive effort feeds Screenocean, Reuters' video licensing and management platform, which now provides instant, global access to over 1.5 million clips from Reuters News Archive, Channel 4, Channel 5, Warner Bros Television Productions UK, Clips & Footage and Cover Images.
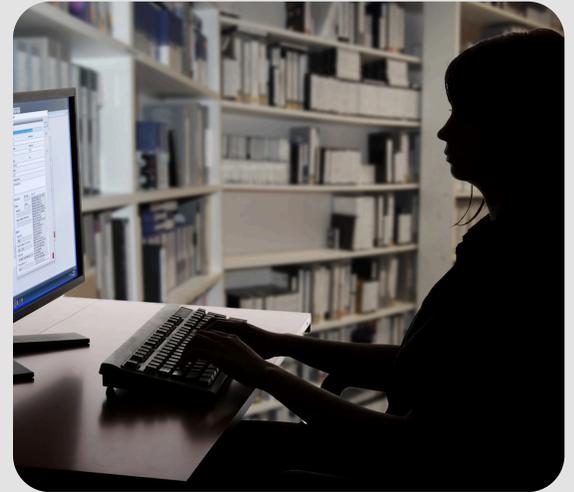
GRAYMETA™

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## The InSync AE2020: Advanced Analysis and Processing

Inside Advantage

What elevates SAMMA beyond competing solutions is its integration with InSync Technology's AE2020 HD Analysis Engine; hardware designed specifically for digital archiving workflows. Acting as the bridge between analog and digital domains, the AE2020 processes incoming composite, component, or SDI video signals with precision signal conditioning, synchronization, and enhancement before encoding.

inSync
GRAYMETA™
AE2020
HD Analysis Engine
POWER

Preserving the Past with Broadcast-Grade Precision

When combined, SAMMA and AE2020 form a complete migration pipeline capturing, analyzing, cleaning, and synchronizing video footage before it ever reaches the encoder. This approach guarantees that the resulting files meet the highest preservation and production standards, with stable timecode, clean audio, and frame-accurate synchronization.
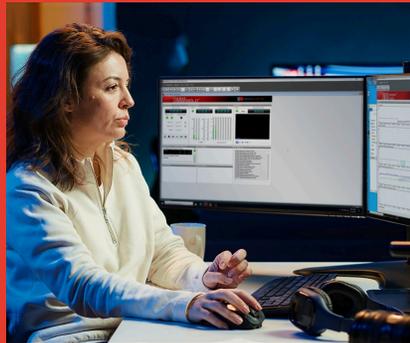
Turning Preservation into Profit

One of the most compelling demonstrations of SAMMA and AE2020 in action is found at Reuters, custodian of one of the world's largest audiovisual archives. By leveraging SAMMA's scalable automation and AE2020's image restoration, Reuters has not only safeguarded history but transformed archival assets into a living, monetizable digital library.

Reuters Screenocean

The Screenocean platform proves that digitization delivers more than preservation, it creates new business models for archives, museums, and media companies.
The ability to turn content locked on legacy media into searchable, licensable content accessible to filmmakers, educators, and journalists worldwide has powerful economic and cultural benefit.

New Benchmark

With its hardware-based processing, metadata analytics, and end-to-end automation, GrayMeta's SAMMA system, powered by the AE2020, defines the standard for videotape migration. It provides the reliability, throughput, and quality control necessary for any archive project while minimizing manual labor and operator training.

Five Steps to Begin Your Digitization Journey

1. **Audit Your Archive**
   Catalog all media formats, prioritize based on condition, historical value, & usage potential.
2. **Assess Playback Equipment**
   Test the operational status of all decks and secure spares or service partners.
3. **Define Quality and Metadata Standards**
   Establish preferred formats, codecs, plus descriptive metadata for search & compliance.
4. **Choose the Right Technology**
   Adopt SAMMA with AE2020 for scalable, broadcast-quality digitization or deploy it with the Meta Martis SAMMA FlyPack for mobile or short-term migrations.
5. **Plan Storage and Access**
   Implement digital storage for your archive to a cloud platform for global access and monetization—just as Reuters did utilizing SAMMA as an integral part of Screenocean.

https://graymeta.com/samma