



Digital Negative

An open standard for born-digital image preservation

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Why consider born-digital?

The use and production of film cameras is dwindling

Manufacturer	Analog Status	Digital Status
Canon	Still making film cameras, Has stated they will “consider” halting film camera development in the future.	Designs and builds all of their own digital cameras.
FujiFilm	Ending analog film business. All assets previously devoted to film will be re-focused on chemistry and pharmaceuticals.	Designs and builds cameras, and also sells CCD image sensors to other camera makers.
Konica-Minolta	Has ceased all production and development of cameras.	Sold all digital camera assets to Sony.
Kodak	Struggling business. Announced that is has ceased all in-house camera production. <u>No new film cameras.</u>	Now outsourcing digital camera production to Flextronics as of August 6, 2006.
Leica	Still makes film cameras (M-Series), but has only developed one new design in over 20 years.	Partnered with Panasonic for the LUMIX line, over 15 models available, new models every year.
Nikon	No longer developing analog cameras, currently makes only one film model in-house.	Designs and builds all of their own digital cameras; partners with Sony and FujiFilm for electronics.

All the new players in the field of photography...

- Casio
- Flextronics (**Kodak**)
- Hewlett-Packard
- Panasonic
- Sanyo
- Sony
- Samsung

... are digital-only.

Adobe Digital Negative



- Provides an openly published format for an equivalent to a film negative – a complete recording of how a photograph was recorded by a digital camera's image sensor.
- Helps solve the problem of various camera makers developing their own, proprietary "RAW output" formats – most of which are incompatible with each other.
- Contributes to integrity of the preservation archive by providing an *truly unmodified* original master of a digital photograph.

DNG Support

- Primary Supporter: Adobe Systems, Inc.
 - Two most recent versions of Adobe Photoshop support DNG
 - Recently released Adobe Lightroom as a free beta public release.
- Over 41 different software manufacturers natively support DNG; some titles are freeware.
- 8 major camera makers support native DNG
 - Adobe provides a free DNG converter for other camera models