UK company joins the digital dots: Don’t just convert your old images – back them up, too!

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Launched earlier this year, UK digital conversion company **Memryz** commented that their labs have converted over 750,000 photos and over 150,000 tapes to digital format. That’s an awful lot of memories potentially rescued from obscurity! Especially as old tape players get resigned to scrap heaps across the nation, and lofts become havens for damp and dust.

But founder and company director, Jeremy Kaj, doesn’t think people should rest on their laurels after converting those old formats. Conversion should be the first, not the final step in preserving one’s images. He and his associates are vocal advocates of backing up digital files properly, meaning storing them in more than one place. “Even if you’ve stored your precious photos and videos on a top-of-the-range hard drive, they can still be lost.” warns Mr. Kaj. “Either physically lost or stolen, or damaged in a flood or fire, for example. A hard drive in a fire is no more safe than a photo album, unfortunately! So at **Memryz** we strongly advise people to use a Cloud-based backup solution to save their image files at a remote location once we’ve converted them.”

To help hammer this point home, **Memryz** now offer one year’s free subscription to their online backup service for people who use their ‘platinum’ conversion service, which means unlimited data on an unlimited number of computers, which Mr. Kaj says is industry leading. “There are other digital conversion companies out there and there are other data storage companies, but we're the only brand that brings together digital conversion, an online photo gallery, personalised gifts and unlimited data backup! It’s about protecting your memories. All of them - be they physical or digital. And sharing them, of course!”

With regards to the need for backing up files remotely for added piece of mind, it certainly seems like people are beginning to get the message. To date, **Memryz**' storage infrastructure is protecting over 7 million gigabytes of data on their state-of-the-art military-grade encrypted servers.

So if you’re lagging behind and still have boxes of old pictures gathering dust in your loft, or you’re letting an old desktop computer be the sole guardian of your most precious images, it may be time to think about paying a company like **Memryz** a visit (digitally, of course).

About Memryz:
Memryz.com is a UK based, comprehensive Cloud Backup & Digital Conversion Service
For PR enquiries please contact: info@memryz.com

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Company Contact:

Jeremy Kaj

T. 0844 682 7520
E. info@memryz.com
W. https://www.memryz.com

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