

# Video editor transfers family films, promotional goods to DVD

By Mika Edwards

*IJ reporter*

Name: Digital Video Dimensions, Inc.

Address: 273 Crest Rd., Novato

Phone: 893-9070

Chief executive: Alan Kolsky

Staff: 2

**Business:** Kolsky produces specialized DVDs for clients to either personalize or archive the material.

Kolsky takes "any kind of media, film, videotape, slides and digitize them and move them onto DVD," he said. "I turn keep-



sakes into Hollywood movies."

Kolsky also creates DVDs for product demonstrations for trade shows.

"A lot of the effort that I put into it is editing and organizing materials," Kolsky said.

**Customers:** Clients are usually small businesses looking for a product demonstration or train-

ing DVD or individuals who want to maintain family history or keepsakes on a digital format.

**Cost:** Video editing and DVD authoring services is \$75 an hour. The rate to transfer information for archiving is \$29.95 an hour.

**What's new:** Kolsky's business is always changing to some degree because of the fast pace of technology advancement in his field, he said.

"The most exciting thing is that DVD product itself continues to evolve, and in the near future consumers will have access to a dual-layer disc which can hold twice as much content," he

said.

**What people are saying:** Terra Linda resident Barbara Gernandt has used Kolsky's service to help digitize old family movies, including her son's old 8mm films.

"I had those done and I had 10 copies made. My son was just thrilled with them," Gernandt said. "I am just glad I went to a small dealer instead of a great big dealer. ... I learned a lot from him. He is very smart, and I have had a lot of fun working with him."

Joan Gordon of San Rafael had Kolsky do some video-archiving work by editing and

transferring VHS tapes to DVD.

"He's ultra-creative and competitively priced and has such a personal touch," Gordon said. "He'll make it a highly watchable thing for anyone. ... I've given so many people his card. He's just such a creative person. He makes everything so beautiful and presentable."

**Vital statistics:** This is the second year that Kolsky has had his business. He went into business for himself after retiring from a career in financial services.