

# BAKER & TAYLOR'S DIGITAL MEDIA PROCESSING

Libraries continue to experience increased demand for Entertainment collections, and preparing DVD, Blu-ray and music CD product for circulation, while keeping collections well maintained and up to date, is a time-consuming chore. The Entertainment team at Baker & Taylor can provide you with our professional Digital Media Processing (DMP) services, our solution to make building and maintaining your Entertainment collection a breeze.

With our DMP services, you no longer have to worry about music CD and video covers being marred by stickers and labels that cover up key elements of the box art and frustrate your patrons. With DMP, the original artwork is digitally reproduced to your exact profile specifications, every time. That means all of the artwork information and all of your vital label details now fit on a single custom-printed sheet that is inserted into an upgraded, durable plastic case.

**In your profile, you can choose custom options for:**

- \* Embedded barcode
- \* Border options
- \* Library logo
- \* Library name
- \* Ownership labels
- \* Spine label
- \* Additional label options
- \* Disc hub label
- \* Genre labels
- \* You can also customize the appearance so that
- \* the colors and fonts match your library's look.

**DMP also reduces losses due to theft, as the new artwork now has your library information permanently embedded.**

**DMP Service Features:**

- \* Labels can include library name, address and URL.
- \* Product arrives with perfect artwork, and circulation ready every time.
- \* No more peeling stickers.
- \* No more misplaced labels.
- \* No more covering key elements on the box art.
- \* No more delays or headaches.
- \* Security stickers, locking cases and RFID tagging are also available.

To learn more about Baker & Taylor's DMP and how your library can make use of this and our other flexible programs, contact your Sales Consultant, call 800-775-2600 x2050 or email us at [AVinfo@baker-taylor.com](mailto:AVinfo@baker-taylor.com).

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## Library name and logo

Your library logo and contact information are prominently displayed.

## Content check list

Reduce the risk of missing elements for a circulated title by having a unique list of components.

## Barcode

Barcode labels are replaced with a permanent, embedded barcode that improves circulation efficiencies.

## Library name

Whether a branch or a main library, your name can be printed and viewed for immediate identification.



\* This example shows just some of the many options we have available for your DVD and Blu-ray sleeves. Speak with your Sales Consultant to discuss a custom-tailored solution for your needs.

## Border option

You can have the original artwork reformatted to include open space above and below as areas for all of your key data. You also have the option to have all data elements placed directly over the artwork.

## Spine label

Includes bibliographic information that's needed for efficient workflow. The original DVD and Blu-ray disc spines are kept intact for improved patron recognition.

## Additional information

For those important details that you need your patrons to see.



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