

Film & Sound Archives: Sony Music

SONY MUSIC AND IRON MOUNTAIN HAVE TEAMED UP TO PROTECT HITS FROM ALL TIME GREATS SUCH AS; FRANK SINATRA, DUKE ELLINGTON, LEONARD BERNSTEIN AND TAMMY WYNETTE.

CBS Records had been a long-time customer of Iron Mountain when the company merged with Sony to form the entertainment giant, Sony Music. The priceless collection of audio tapes and related vital records had been stored in one of Iron Mountain's underground vaults, but the collection was not indexed and had remained dormant for some time. No-one really knew the value of the old material and many of the irreplaceable historical recordings were at risk of being overlooked.

In order to protect such precious archives, Iron Mountain worked closely with Sony Music to refurbish a records centre at the Rosendale, New York, in line with Sony's specifications. Enhanced vaults and ongoing special projects such as tape retensioning have prolonged the life of Sony's Music's priceless media.

“ We may have what amounts to the Crown Jewels of the items stored at Iron Mountain. Our master recordings have incalculable value, both aesthetically and historically. We have original material dating back to the turn of the century.

Iron Mountain is working closely with us to preserve this important collection. Every day we retrieve hundreds of tapes for indexing, barcoding and retensioning if necessary. We have consultants help us assess the value of our media, ranging from classical to rock and roll. It is both a research and a cataloguing project of immense proportions. **”**

Marc Kirkeby
Senior Director of Archives and Development, Sony

Due to the volume of tapes received on a daily basis for indexing, barcoding and retensioning, Iron Mountain's consultants were also on hand to help access the value of Sony's media.

Involving extensive research and a mass cataloguing process, as a result some of the recordings were remastered and released either as rereleases or as previous unreleased recordings. The remainder are preserved for their historical value.

In the event of disaster like the World Trade Centre, Iron Mountain also keeps Sony's media underground away from Manhattan in its very own unique records centre, ensuring that all time greats Frank, Duke and Tammy are always alive.



 IRON MOUNTAIN®

Iron Mountain UK:
Third Floor, Cottons Centre
Tooley Street, London, SE1 2TT
United Kingdom

Iron Mountain Ireland:
Damastown Avenue,
Damastown Industrial Estate,
Dublin 15, Ireland
1800 732 673
www.ironmountain.ie

Iron Mountain operates in major markets worldwide, serving thousands of customers throughout the UK, Europe, U.S, Canada and Latin America. For more information, visit our website at www.ironmountain.co.uk

© 2008 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated. All other trademarks are the property of their respective owners.