

# The Digital Dark Age

## Why you should print

Finding a photo is never a hard task these days with Facebook or Instagram at our fingertips via tablets, laptops or cellphones. But what happens when this digital world changes, as it inevitably will, and all those photos stored in cyber space can no longer be accessed?

Society has become blinded by the blissful sharing of our life moments instantly through social media sites. Sharing your photos via social media is not a bad thing, but we are overlooking a very important detail. Every time we “share” our images we are throwing all of our data away. Google vice president, Vinton Cerf, warns that a digital dark age could be on its way, “We are nonchalantly throwing all of our data into what could become an information black hole.”

In a digital world technology is always changing. The programs we use today to view or save our photos could become outdated tomorrow. How many of you can say you still own a floppy disc? Maybe a few, but can you still view its contents today? Newer versions of software usually mean a lack of recognition to the old file format. In short, you may not be able to view those photos a few years from now.

Our photographs are just one computer crash away from being lost forever. Even if you back your files up, none of us can be certain that the external storage device we currently use will stand the test of time. There is a way to save those precious pictures though, but only one. You have to print the photographs. Here are three reasons why we think you should start avoiding your digital dark age:

**A print is physical.** You can hold it. You can admire it. Hanging it on the wall allows you to stop and appreciate it each day. You can hand it down the family line so family members can share moments regardless of how much time has gone by.

**A print helps you remember.** A print of your adventures and experiences in life helps you remember the most important moments. It allows you to remember with clarity the special moment whenever you want.

**A print can be historical.** Prints can be a great way to share life. When we think back on history books growing up, it is not the words on the pages that stand out to but rather the images that captured all those stories. You could sit and study it closely, take in the faces and body language and all the little details that made that moment important. There was no barrier. The conversation in class stayed frozen in that time frame, and the focus was on the images.

**A print lasts.** It is true that 25 or 50 years from now your photo won't be in the same pristine condition it was the day you got it printed. But that photo will still be there. The wear and tear over time will only add to its value. The more it has been held and admired will equal the more love and memories that have been appreciated. Your computer, laptop, cell phone, flash drive, or whatever else you use to save your pictures will not be the same in 25 years. Times will change and you may not even be able to view pictures via those outlets. Your printed photos however, are always safer. There are also new materials that can be printed on like metal and glass which can last for over a century.

The main fear is that future generations will no longer be able to access the photographs we take today. We are cautioning everyone to print more images, ensuring that your cherished memories will actually last years from now.

Ken Breivik Photography (a division of Nehemiah Communications) is so devoted to preventing your digital dark age that we will take \$50 off your photography shoot if you mention you read this article and have us print at least one 13 x 17 or larger photo from your session on metal or glass.