

## Press Release

### Audio-visual heritage expert Vectracom becomes the 5<sup>th</sup> element of the MOBILITAS Group's ambitious Memorist project

**Paris (France) 6 September 2022** — Memorist, the division of the MOBILITAS Group dedicated to preserving and promoting the world's cultural, historical and artistic heritage, has acquired a majority stake in Vectracom, a French leader in the digitisation of audio-visual heritage.

The acquisition further expands the range of services Memorist offers in France and abroad.



**A cause for celebration:** Vectracom joins the MOBILITAS Group's Memorist heritage conservation project (from left to right): Grégory Masanet (Member of the MOBILITAS Group Board of Directors), Samuel Mergui (Director of Business Development MOBILITAS Group), Célia Letienne (Managing Director Vectracom), Alain Taïeb (Chairman of the MOBILITAS Group Supervisory Board), François Tranchand (Managing Director Vectracom), Médéric d'Huart (MOBILITAS Group).

"We are delighted that Vectracom is joining Memorist," commented Laurent Onainty, Memorist Managing Director. "The alliance will allow us to offer our clients - film studios, television and radio stations around the world - unique expertise while supporting Vectracom in its rapid international development."

"After sharing our values and our vision for Vectracom's development, we are convinced that our affiliation with Memorist will reinforce the DNA that distinguishes Vectracom from its competitors," noted Célia Letienne, Vectracom's Managing Director. "Joining forces with Memorist, and more broadly with the family owned MOBILITAS Group, is an essential step in our continued development in France and internationally."

With the acquisition of Vectracom, Memorist is now able to offer the most comprehensive range of heritage preservation and promotion services in France and is perfectly positioned to meet all the challenges associated with preserving historical, cultural and artistic works in the digital age.

### **Keeping it in the family**

French owned Vectracom specialises in the preservation, digitisation and distribution of audio and video media. The company also makes audio-visual content more accessible by way of subtitling, audio descriptions, voice-overs and meta-data enrichment.

Vectracom's expertise in these areas, combined with its ability to digitise every audio and video format, is what sets it apart from its competitors.

Founded in 1991 by Gérard Letienne, the company is now run by Célia Letienne and François Tranchand, the second generation. These family ties closely echo those of the family owned MOBILITAS Group.

Vectracom has already spread its wings internationally, notably in Ireland, Belgium and the Middle East, setting up in-situ workshops, importing its equipment and training experts locally.

This agility and willingness to enter international markets is compatible with the international DNA of the MOBILITAS Group and its Memorist division. With locations in 97 countries, the group offers Vectracom the ideal springboard for further international expansion.

### **About Memorist**

Memorist is a merger of the expertise held by various market-leading brands that are specialised in the preservation, restoration, digitisation and enhancement of historical, cultural and artistic heritage in all its forms.

**Arkhênum was created in 1999** and is today recognised as a European leader in the digitisation of old documents (bound and unbound) and in the preservation and enhancement of the historical collections of major luxury, business and media brands.

**La Reliure du Limousin, founded in 1950**, is the leading French atelier for the preservation of written heritage. The company comprises 60 craftsmen dedicated to the restoration of old documents, including registers, bundles, pictorial documents and parchments.

**Tribvn, founded in 1988**, specialises in the high-definition digitisation of graphic and photographic collections, objects and textiles through highly customisable technical solutions.

**AGP, founded in 1994**, is the French leader in the 3D-digitisation of historical monuments, architectural heritage, works of art and object collections. AGP was a pioneer in using BIM, augmented reality and virtual reality technologies in digital heritage preservation.

**As the 5th brand to join the Memorist team, Vectracom** opens the doors to the preservation of audio-visual content.

The brand's arrival confirms Memorist's ambition to increase its know-how in the conservation and promotion of all types of heritage: intangible, material and architectural.

Memorist assists governments, NGOs, museums, archives, libraries, public institutions and private companies in the definition and development of their heritage conservation and enhancement strategies, in France and abroad.

The coordinated global deployment of this combined expertise, which was accumulated over several decades, makes the Memorist service offering unique in the field of heritage preservation, restoration, digitisation and enhancement.

### **About the MOBILITAS Group**

Founded in 1974 and now managed by the third generation of the Taïeb and Castro families, the MOBILITAS Group is a medium-sized company specialised in the mobility of goods and people, physical and digital records management, and the digital preservation of heritage.

With 4 800 employees in 97 countries, the group relies on its global network on the one hand and its exclusive agents on the other to offer superior service in these core businesses.

Long-term thinking forms the cornerstone of the MOBILITAS philosophy and culture. It is the ethos that guides all major business and investment decisions, decisions which shape and strengthen the group on its path to new processes, new business ventures and new horizons.

### **Press contact**

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