

# PRESERVING HONG KONG'S COLLECTIVE MEMORIES THROUGH CUTTING-EDGE AI-DRIVEN CREATIVE DIGITISATION TECHNOLOGY

Capture.HK utilises Hong Kong's strategic location and tech-savvy talent pool to connect generations through preserved memories.



Capture.HK, co-founded by US entrepreneur Michael Chang and Hong Kong innovator Jason Law, recognised the city's enormous demand for digitising analogue media, a need that drove its rapid expansion and surging success. Positioning itself as a "Memories Specialist", the company leverages its proprietary creative technology, blending AI innovation with human touch and creativity refining priceless memories from photos and videotapes against degradation for families across generations. The family-centric culture in Hong Kong, particularly among the 40-60 demographic, provided a robust customer base for the company's business.

## Capture Media Factory: Revitalising Memories with More Than AI Innovation

To meet the booming interest in memory preservation in Hong Kong, Capture.HK recently established the "Capture Media Factory" (CMF) in Cheung Sha Wan, as part of its ongoing expansion. The service delivers a human touch-infused experience enriched with creativity, while leveraging AI for visual recognition, cropping, and rotation of customers' valuable photos to enhance operational efficiency. The facility, equipped with 18 studio scanners, utilises proprietary technologies, including AI colour restoration and eight-layer glare removal to digitise over 1 million photos per month at full capacity. In 2025 alone, the company digitised more than 2.1 million photos

and over 12,000 videotapes, which recorded 100 percent year-on-year growth.

Given the deeply personal nature of family albums, Capture.HK places strong emphasis on trust and transparency to win local confidence. Jason Law, Chief Product Officer and Co-Founder of Capture.HK, believes that openness is essential in this industry. "Transparency is the key to winning customers' trust.

Our Capture Experience Centre in Central enables genuine face-to-face interaction between staff and customers, while ensuring rigorous privacy protocols," he explained.

## Hong Kong as a Strategic Operational Hub

"Hong Kong's robust connectivity enables us to source components from the mature supplier ecosystem in the Chinese Mainland, assemble our proprietary innovations, locally, and distribute them to our overseas offices," said Michael Chang, Co-Founder and CEO of Capture.HK. "This 'Mainland-Hong Kong-Overseas' supply chain has proven to be a highly cost-effective model for our growth."

Chang highlighted the city's talent pool as a major asset. "In Hong Kong, almost all talent, including frontline staff, can work professionally in English while interacting with customers in Cantonese or Putonghua. This linguistic versatility enables seamless operations across our diverse team and, most importantly, delivers clients a creative, personalised and empathetic customer experience," he said.



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**MICHAEL CHANG**  
Co-Founder and CEO  
Capture.HK

Supported by InvestHK, which provides diversified networking opportunities, Capture.HK continues to scale its operations, in Hong Kong. The company plans to relocate to a larger facility to meet growing demand and is expanding its restoration services, leveraging AI to repair damaged videotapes and photos – ensuring that Hong Kong's collective memories are preserved for the digital age.

## Capture.HK

- Founded in 2022, Capture.HK positions itself as a "Memories Specialist" for analogue media digitisation
- It established a dedicated Capture Media Factory (CMF) equipped with 18 studio scanners and proprietary AI technology
- In 2025, it digitised more than 2.1 million photos and 12,000 videotapes, representing over 100 percent year-on-year growth

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