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Digital Noah's Ark goes live

Sir David Attenborough is to launch a £3 million online wildlife conservation project in Bristol today.

Project ARKive aims to gather together the world's most important nature films, photography and sound recordings – and to preserve information on endangered plants and animals – before it is too late.

Developed by The Wildscreen Trust, it has been dubbed the Noah's Ark of the 21st century.

"Wildlife images possess enormous power – they are often what first inspire people to care about the environment," said Wildscreen Trust chairman Chris Curling.

"ARKive will offer free, global access to the most significant of these images, while also safeguarding the records and the information they offer for the benefit of all, today and for many generations to come."

ARKive's main sponsors include Hewlett Packard Laboratories Europe, the Heritage Lottery Fund and the New Opportunities Fund.

www.arkive.org

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