For Immediate Release

IBC 2002 SEES THE FIRST IMPLEMENTATIONS OF THE ADVANCED AUTHORING FORMAT IN SHIPPING PRODUCTS

Amsterdam, NL (September 11, 2002) – IBC 2002 sees the first implementations of AAF in shipping products, in a range of manufacturers' equipment across the show floor. There are live demonstrations of AAF connecting different suppliers' systems, bringing home the value of AAF in facilitating system to system post production.

The AAF Association is joint sponsor with the ProMPEG Forum of the Interoperability Centre at IBC 2002. The AAF Association has also announced the most recent additions to its membership, as more companies commit to using AAF. These include SGI, Apple, Adobe Systems Nucoda and Da Vinci, along with the US post production house, the Post Group. "People can see it's possible to use AAF in acquisition, editing, graphics and compositing - it's now in real shipping products - and the recent addition of a number of key companies to the AAF Association, both manufacturers and users, shows the broad support for AAF in the industry" says AAF Association Executive Director Brad Gilmer.

In a world first at IBC 2002, Panasonic and Quantel demonstrate the use of AAF to carry essential metadata straight from acquisition at the camera head, back to an editing system. The demonstration involved Panasonic's *Vericam* high definition variable frame rate camera feeding material and metadata through to a Quantel eQ editing system. "We're demonstrating how technology like AAF can open up the use of IP and computer based networks for broadcast use, right from the camera, and the use of AAF to carry detailed production information forward into post production marks a significant step forward towards the use of such networks" says Panasonic Broadcast Europe Managing Director Ted Taylor.

Pandora International has implemented AAF as standard in its Platinum colour processing software for telecine, and sees it as a key technology in making life easier for colourists and compositors. "We now have full AAF import and export capability in our products – and we've already demonstrated how we can work in conjunction with Quantel's IQ editing system to implement a two way interchange of essential information between editing and colour grading operations" says Pandora Software Director Martin Greenwood.

Leitch is also demonstrating the use of AAF to facilitate the transfer of post production projects between different systems. It is demonstrating the transfer of full timeline editing information from its new high end DPS *VelocityQ/Quattris* non linear editing system, into a Quantel SQ Server system - and the transfer and use of full information back into the Velocity system. "AAF represents the next step on from EDL's, as it promises real interoperability in post production - the ability to create a project on any manufacturer's equipment and move to another system and continue working on the full project, with all the metadata transferred" says Jonathan Fall, Product Development Manager Europe for post production products.

Avid Technology has committed to the use of AAF for metadata transfer, along with the use of the material exchange format (MXF) for media transfer in all its products. AAF works seamlessly with MXF and the two formats are expected to become the basis for common workflow in future systems.

Quantel was one of the first companies to implement AAF in its IQ editing system, and now has extended AAF to its news editing systems. "News has come a long way in the last few years, moving from tape to servers." "In the server environment it's vital to keep track of what material is coming in, what's being done to it and where it's supposed to end up." "AAF allows us to intelligently talk to other vendor's systems in a way that the humble EDL was never designed to do and never will be able to do - that's why we've implemented AAF across our entire GenerationQ news range." "It's something we think customers will increasingly demand from manufacturers" says Trevor Francis, Quantel Business Manager, news and sports.

ABOUT AAF:
The advanced authoring format has been designed for the interchange of video, audio and metadata in the post-production environment, with the aim of becoming the core open standard for multimedia authoring and post production.

ABOUT THE AAF ASSOCIATION:
The Advanced Authoring Format is administered by the *AAF Association*, a cross industry, not-for-profit organization introducing new solutions to the complicated world of multimedia authoring. At present, 45 organizations are members of the AAF Association, including manufacturers, broadcasters, post production houses and other support groups.

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