

The Advanced Media Workflow Association - Putting AAF and MXF to Work

NAB 2007 sees the first fruits of the Advanced Media Workflow Association's (AMWA) decision to expand its remit. Formerly the Advanced Authoring Format Association, the AMWA is sponsoring the first public demonstration of the MXF Mastering Format Project. This project is one example of areas of interest to the AMWA, which include mastering, program distribution, archiving and post-production. The AMWA is also sponsoring a reception (details below), following the technical sessions on MXF Tuesday afternoon.

The overall aim of the MXF mastering project demonstration is to bring a fresh approach to MXF and to provide proposed, real-world solutions for key workflows, focusing on creating a single MXF master file from which multiple versions of a program may be created. This rationalization project currently includes two key strands: MXF Mastering Format and the MXF Processor API and this will be expanded over time. The work - which was started two years ago by Turner Broadcasting System, Inc. - will be demonstrated at the show and will be open to comment and scrutiny. The Advanced Media Workflow Association welcomes input on this technical proposal.

Demonstrations are held in the Summit Room of the Renaissance Hotel directly across from the Las Vegas Convention Center. To make a reservation, contact Michael Cody (Michael.cody@turner.com), or Barbara Main (mainbee@tds.net).

The full list of manufacturers taking a leading role in this MXF rationalization work is: Marquis Broadcast; Metaglobe; Omneon; Open Cube Technologies; Pro-Bel; Quantum; Snell & Wilcox; Softel; TMD.

More information about the Advanced Media Workflow Association, including mission statement and member benefits can be found at www.amwa.tv.

Dates for your diary:

Demonstration venue: Summit Room, Renaissance Hotel
Broadcast Engineering MXF conference afternoon: Tuesday 17th April
Cocktail Reception: Tuesday 17th April, 5-6.30pm, LVCC

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