

## Internet Based Clipping – ‘Prompt!’ 156 – 4<sup>th</sup> March 2007

### The Independent Newsletter for the International Broadcast Equipment & Systems Industry

AMWA: Here's news of a new, or re-named, industry grouping which could (or should) prove influential in the future:-

"The MXF Mastering Format Project being demonstrated at NAB is now being sponsored by the AMWA - The Advanced Media Workflow Association - 'Putting AAF and MXF to Work'. Formerly the AAFA (Advanced Authoring Format Association), the AMWA, together with Turner Broadcasting System, will be sponsoring the first public demonstration of the MXF Mastering Format Project with manufacturers: Marquis Broadcast, Metaglue, Omneon, Open Cube Technologies, Pro-Bel, Quantum, Snell & Wilcox, Softel and TMD." Demonstrations at NAB will be held in the Summit Room at the Renaissance Hotel.

This is a new organisation, "focused on the promotion, development and adoption of open, accessible standards and specifications relating to file-based workflows (including AAF, MXF and other formats), service oriented architectures and application specifications, to promote such specifications worldwide and to create high customer awareness of, demand for, and confidence in products designed in compliance with these specifications. The AMWA will focus on content creation, production, post-production, rich media authoring, archiving and distribution and will maintain relations with, and work with standards developed by, other standard setting organisations and industry consortia to ensure coherence among the specifications maintained by the corporation and standards maintained by such other organisations." A web site is on its way...