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## **NAB 2007 : EVENTS**

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### **MXF Mastering Format Project At NAB Now Being Sponsored By The AMWA**

**Demostration & Information:**

The Summit Room, Renaissance Hotel, 3400 Paradise Rd, Las Vegas

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 the following manufacturers: Marquis Broadcast; Metaglue; Omneon; Open Cube Technologies; Pro-Bel; Quantum; Snell & Wilcox; Softel; TMD.

**Demostration & Information:**

The Summit Room, Renaissance Hotel, 3400 Paradise Rd, Las Vegas

**Dates:**

Press Roundtable: Monday, 5pm, N242, LVCC

Cocktail Reception: Tuesday 17th April, 5-7pm, venue to be confirmed

Broadcast Engineering MXF conference: Afternoon of Tuesday 17th April

Formerly the AAFA (Advanced Authoring Format Association), this is a new organization, 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 organizations and industry consortia to ensure coherence among the Specifications maintained by the Corporation and standards maintained by such other organisations