

## Internet Based Clipping – Broadcast Engineering – 19<sup>th</sup> March 2007



### Advanced Media Workflow Association to host MXF demo

The Advanced Authoring Format Association (AAF), is now going under the name of the Advanced Media Workflow Association (AMWA), and together with Turner Broadcasting System, will be sponsoring a public demonstration of the MXF Mastering Format Project. The initiative seeks to develop automated workflows for handling large amounts of content and distributing multiple channels to disparate platforms around the world.

Participating manufacturers include Marquis Broadcast, Metaglobe, Omneon Video Networks, Open Cube Technologies, Pro-Bel, Quantum, Snell & Wilcox, Softel and TMD.

The demo will take place at the Renaissance Hotel, 3400 Paradise Rd, Las Vegas, in the Summit room.

The AMWA will also host a press conference on Monday, April 16 at 5 p.m. in room N242, LVCC; a cocktail reception on Tuesday, April 17, from 5 to 7p.m., and will present a paper at the Broadcast Engineering MXF conference, Tuesday afternoon.

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 organizations.