



Advanced Media Workflow Association

AMWA launches Community Newsletter

Welcome to AMWA's new Community Newsletter. These will be published periodically to share developments and contributions that benefit the industry at large. As an important player in this industry, we welcome your input for the content of future editions and invite you to join in exciting initiatives that will move our industry forward.

Be sure to white-list this newsletter so you never miss an issue...and feel free to share with your colleagues!

Framework for Interoperable Media Service

One of the most exciting initiatives recently has been the work by the AMWA and the EBU to establish a Framework for Interoperable Media Service (FIMS). The FIMS Task Force seeks to address issues around the interoperability in digital workflows. This joint effort aims to find a common approach to integrate hardware and software components in modern television production facilities; which is believed to be a fundamental need of the whole media industry. The Task Force has recently issued a [Request for Technology](#) (RFT) which is open to our whole industry. Organizations do not need to be members of the AMWA or the EBU to respond and the deadline is July 30th.

Project

Much further advanced, is work to create [Application Specification AS-03](#); to define a subset of the MXF specification for delivery of finished content. An AS-03 file is always a single file containing a single program. The content of these files is for direct playout from any server and is not intended for further processing before delivery to the viewer. AS-03 was drawn up by collaboration between media companies and vendors as the basis for simple, easy interoperability.

Meeting

IBC2010 - RAI, Amsterdam

Saturday, September 11
3:00 - 4:30 PM

Interoperable Media Services - What Technology Does for Your Business

Panel Discussion and Report by the EBU and AMWA

Watch for more details about AMWA activities at IBC 2010 in the next AMWA Community Newsletter.

At your service...

We appreciate your interest in the AMWA. If you have any business, operational or technology issues relating to the adoption of file-based workflows, please let us know.

Have a great summer!

Neil Dunstan
AMWA Marketing Chair

You have received this email because you have expressed interest in the work of the AMWA by email or at a trade event or meeting. We do not anticipate publishing more than four each year.

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AMWA Member Benefits

Join AMWA at a level that fits your business needs:

[Join/Upgrade](#)

FIMS Joint Task Force RFT

Further details on the FIMS Request for Technology are available here

[RFT Specifics](#)

AS-03 Projects

If you have a possible application for AS-03, please let us know.

See further details of Application Specifications [Workflow Efficiency PDF](#)

Growing Member Base

New Members include:

- **Chime Media** - Principal Member
- **Chyron Corp.** - Associate Member
- **DVS Digital Video** - Associate Member
- **Quantum** - Associate Member
- **U.S. Library of Congress** - Associate Member
- **Five New Individual Members**

Contact Us:

If you have questions, need help with membership, or have experience that could become a Case Study, please contact:

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