



Welcome to the seminar on Advanced Media Workflows and MXF co-hosted by the Advanced Media Workflow Association and the SMPTE.



My name is Brad Gilmer, and I am the Executive Director of the AMWA, and I will also be the panel moderator for this afternoon's panel.

I would also like to introduce Mark Horton of AmberFin who will be the Master of Ceremonies for the Technical Demonstration that will follow the panel discussion



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A word about the Advanced Media Workflow Association:

-The AMWA is a trade association addressing issues around networked media flows. We are business-driven by our users.

Let me explain how the AMWA relates to the SMPTE:

The SMPTE is a due process standards organization. The SMPTE applies specific due process and conducts a thorough technical review of submitted proposals. This function is absolutely vital to the industry.

The AMWA is complementary to SMPTE. We are a trade association which looks at broad business and operational trends and acts as a meeting place between users and vendors on specific projects.

Many of our projects have gone on to the SMPTE for standardization.

You will get a chance to see an example of this work later during the technical demonstration on AS-02 and AS-03. AS-02 is a mastering format, and AS-03 is a delivery format.

AS-02 and AS-03 is not all we do. We are currently working on several projects including:

-Continuing support for the Advanced Authoring Format

-Mapping between MXF and BXF

-Effects and color correction interchange

You can see more information on these and other projects under the Project tab on our web site, www.amwa.tv

The AMWA has also done work on service-oriented architectures, including producing a glossary of SOA terminology directed specifically at our industry.

We are not looking at collaborating jointly with the European Broadcast Union on SOA technologies for media.

Finally, the AMWA is here to drive costs out of the industry in two ways. First, many here have already heard about the work we do to improve operational efficiencies for file-based workflows in broadcast, post and studios. But you may not realize the amount of money we save vendors – savings that are ultimately passed on to users.

There is no free lunch. Creating and deploying standards costs a lot of money. There used to be a small number of standards. Now we have hundreds, perhaps thousands.

There are no format or wrapper police, so one reason AMWA exists is to bring users and vendors together to make practical, business-driven implementation decisions. This helps manufacturers reduce R&D costs by not having to write unique interfaces to every other system they might want to interoperate with. This represents a savings because you, the user, have to pay for development one way or the other.

But enough about me, let's talk about you!

SEMINAR PANELISTS



Chris Carey
Executive Vice President
World-Wide Technical Operations

CineCert

John Hurst
Chief Technology Officer

SONY

Chris Cookson
President
Sony Pictures Technologies



Tim Padilla
Executive Director
Digital Media Systems

NationalTeleConsultants®

John Footen
Vice President



Leon Silverman
General Manager
Digital Studio

Our program today is divided into two sections.

First we have a great panel. The panel will explore current deployments of file-based workflows and will also look toward the future. Following a break, we will have a technical tutorial on AS-02 and AS-03 followed by a technical demonstration. After that there will be a reception with an opportunity to talk one-on-one with the vendors about the demonstration.



**SEMINAR ON
ADVANCED
MEDIA WORKFLOWS
AND MXF**

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