



FOR IMMEDIATE RELEASE

**AAF ASSOCIATIONSM RELEASES NEW AAF EDIT PROTOCOLTM
AT NAB 2004**

- The AAF Edit Protocol sets the baseline for AAF for editorial interchange by codifying best practices and lessons learned from the 1st generation of AAF supporting products -

NAB2004, LAS VEGAS, April, 20 2004 – The AAF Association announces the publication of the AAF Edit Protocol, release of the AAF Reference Implementation, support for the Edit Protocol in the AAF Developers Toolkit, and the first releases of AAF Edit Protocol support in products.

Codifying the best practices of AAF implementation

Industry leaders including Adobe, Apple, Avid, BBC Technology, Digidesign, Quantel, and Sadie have been brought to market AAF supporting products in the past year, with guidance from major end users like Ascent Media, the BBC, CNN, and Fox. These companies worked together to codify what they learned and deliver the knowledge to the industry, without cost as the new AAF Edit Protocol. The AAF Association has raised the bar for editorial interchange.

Making it easy for new companies to implement AAF

The AAF Edit Protocol embodies the expertise of the first implementers of AAF in products. The members of the AAF Association have created the Edit Protocol to make it easier and less costly for new manufacturers to add AAF support to new and existing products.

Raising the bar for interchange of editorial metadata

"Interoperability and the integration of different vendors products was one of the most serious technical problems faced by major broadcast companies recently surveyed who had made significant investments in Media Asset Management (MAM) systems" said Gary Schultz, president Multimedia Research Group (MRG). "With the release of the AAF Edit Protocol the AAF Association has taken a significant step toward solving the interoperability problem for sharing editorial metadata."

"We have put the end users need for absolutely reliable edit interchange center stage" said Dave Trescot, senior director, Adobe Digital Video Group, Adobe Systems. "With the availability of products supporting the new AAF Edit Protocol, interoperability between production tools becomes significantly more dependable and predictable for end users. The AAF Association has taken on one of the greatest technical obstacles facing the industry and delivered a powerful solution."

"The AAF Edit Protocol is important because it establishes a clear baseline for interoperability," said Mike Rockwell, chief technology officer of Avid Technology. "Avid is fully committed to supporting the AAF Edit Protocol in our products. It has also been gratifying to participate in the development of the AAF Edit Protocol over the past year because there has been a strong spirit of collaboration among AAF Members."

"BBC Technology has made AAF a significant part of our Colledia Workflow solutions" said Michael Koetter, VP of technology, BBC Technology. "The Edit Protocol improves our ability to integrate with other vendors products with confidence that the cost of maintaining the points of integration is manageable and virtually future proof. The Edit Protocol ensures that the rich set of editorial metadata essential for tracking media assets throughout the entire media lifecycle is preserved."

"Microsoft is pleased to be working with several developers on support for AAF in the Windows Media environment. Most recently we are working with Automatic Duck to extend the AAF SDK to include WM9S essence support" said Skip Pizzi, Microsoft Corporation. "Announced at NAB this year, Microsoft and BBC Technology together released the Colledia AAF Plug-in for WM9S that allows the Windows Media Platform to deliver AAF to the desktop."

"The AAF Association is delivering on the promise to enable interchange of media and metadata between applications and across platforms" said Brad Gilmer, executive director of the AAF Association. "Together our members have taken on one of the toughest problems facing the industry and have delivered the solution. With the release of the AAF Edit Protocol, the AAF Association is at 4 years and growing stronger. We are very proud of what our members have accomplished, and credit goes to those members who have worked very hard to achieve this significant milestone."

Ends

About the AAF Association

Incorporated in January 2000, the AAF Association, Inc. is a broadly-based trade association promoting the development and adoption of AAF technology throughout the media industry. With membership embracing many major players in the industry, it intends to help deliver the full benefits of digital media to content creators including those working in film, television, Internet and post production. Membership in the AAF Association is open at various levels to any interested parties. To learn more, please contact us at: info@aafassociation.org

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