

For Immediate Release

## **IBC 2002 USER COMMUNITY WELCOMES THE ADOPTION OF AAF BY MANUFACTURERS**

Amsterdam, NL (September 11, 2002) – Broadcasters and post production facilities have welcomed the implementation of AAF in a variety of manufacturer's systems, as more companies join the AAF Association and plan their future strategies to use AAF.

IBC 2002 sees a number of products using AAF that are ready to ship. "We're seeing real demonstrations of AAF in shipping products - people can see it working, buy it and use it" says AAF Association Executive Director Brad Gilmer.

AAF is increasingly being seen as an essential element of future studio architectures. "It's very encouraging that more broadcasters and manufacturers have recognised the worth, benefit and potential of AAF, along with the real commitment to its development to standardisation." "It represents a real opportunity to provide sensible interoperability within the material authoring and manipulation environments" says Mike Hawkesworth, Principal Technologist in the BBC Technology Direction Group.

The Post Group has recently joined the AAF Association, and Post Group Vice President of Engineering Rory Lubold is convinced AAF will be used widely across the TV industry. "A common interchange format within post production would be great for us - we have to support a multitude of formats currently, and along with many of our clients, we're looking for easier, less costly methods of interchange in authoring and post production" he says. Lubold points out the benefits of AAF as video and data converge. "AAF is a very good solution for asset management and tracking, with necessary facilities built into its file structure - so it could prove an invaluable help as we face the huge issue of asset management" he adds.

"AAF represents a very well thought out strategy to address the issues that new technology and changed operational practices will bring." "The TV industry will have to face these issues, and the more manufacturers that decide to participate in AAF the easier it will be for users to handle the problems as they occur" says Gavin Schutz, Chief Technical Officer of the post production group Liberty Livewire.

The AAF Association is to hold more awareness events to explain the benefits of AAF. The next one is to be held in Los Angeles November 19th, with a further event planned for London in February 2003. A programme of speakers will address the needs of technical managers, practitioners, implementers, software tool writers, programmers and manufacturers.

The AAF Association and ProMPEG Forum are joint sponsors of the Interoperability Centre at IBC 2002, where AAF and the material exchange format (MXF) are demonstrated. MXF is approaching standardisation through SMPTE as the common file format for programme exchange, and while both organisations have come together to develop MXF, they have now pledged to closer co-operation with the signing of a Zero Divergence Doctrine to ensure maximum interoperability of MXF and AAF as the formats develop. "We're working even more closely together to ensure we're using the same data models, as we want to maximise the interoperability of MXF and AAF." "So while MXF is optimised for the exchange of finished programmes and clips, including metadata, and AAF is optimised for authoring and the exchange of compositional data, work should be able to move seamlessly between the two" says ProMPEG Forum Chairman Dr Nick Wells.

#### **ABOUT AAF:**

The advanced authoring format has been designed for the interchange of video, audio and metadata in the post-production environment, with the aim of becoming the core open standard for multimedia authoring and post production.

#### **ABOUT THE AAF ASSOCIATION:**

The Advanced Authoring Format is administered by the *AAF Association*, a cross industry, not-for-profit organization introducing new solutions to the complicated world of multimedia authoring. At present, 45 organizations are members of the AAF Association, including manufacturers, broadcasters, post production houses and other support groups.

#### **PRESS CONTACTS:**

BRAD GILMER, AAF Association Executive Director [brad\\_gilmer@aafassociation.org](mailto:brad_gilmer@aafassociation.org), +1 770 414 9952.

MARK HORTON, AAF Association Marketing Director [mark\\_horton@aafassociation.org](mailto:mark_horton@aafassociation.org), +44 1635 48222.

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