



Newsletter

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February 2008

First AMWA Europe Meeting Held in January

A one-day "AMWA Europe" meeting was held at Snell & Wilcox in Havant, UK, on 28 January. Twelve participants from the UK and continental Europe met to work on AS-02 (MXF Versioning), user requirements, SDK engineering and the Java API. There were reports and discussion of related SMPTE work. The attendees were joined by several U.S. participants dialing in for the day...getting up very early!

The idea behind the event is to augment the international meetings, typically held 2-3 times a year either in North America or Europe, with more frequent local physical meetings. At a local meeting, a particular group can focus on particular projects to keep up momentum in between the main meetings. The day seemed very useful and the intent is to stage similar meetings several times a year.

Thanks go especially to Bruce Devlin and colleagues at Snell & Wilcox for providing excellent facilities and hospitality in the flinty splendor of Havant and for providing a fascinating factory tour.

AAF Toolkit v1.1.2 Update

The next release of the AAF toolkit is approaching – version v1.1.2. After a lengthy period of development, this toolkit implements support for MXF and XML storage formats, in addition to continuing to support the Structured Storage based format used for AAF. In addition, the built-in data model has been extended to include the new metadata groups and elements defined in MXF, and to provide an API to access these items.

Release Candidate 2 (RC2) was distributed on sourceforge.net as a file release on Friday, 25 January 2008. We would like members to try out the new toolkit over the next couple of weeks, and provide feedback. The group actively working on this believes the key issues from earlier developmental releases are now addressed.

The source code for RC2 is here:

http://sourceforge.net/project/showfiles.php?group_id=24405&package_id=35144&release_id=571359

The release notes are here:

http://sourceforge.net/project/shownotes.php?release_id=571359&group_id=24405

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MSAG Work Progresses Rapidly

The Media Services Architecture Group (MSAG) continues to move forward with activities in examining and documenting the applicability of Service Oriented

Architecture (SOA) to the media industry. We have had an exciting few months since our last newsletter article.

A big event was the November meeting in London. MSAG members gave presentations on SOA, Business Process Management (BPM), Web Services, and Time as it relates to Services. A number of presentations related to the topics were made by participants who were not members of MSAG. All in all it was a very educational experience for attendees.

A second MSAG meeting in London was also well attended and included agenda items about the work in progress as well as spirited discussion on a number of critical topics to services in media such as security and granularity. The next MSAG meeting will be held in Glendale, CA, on March 13. Please see www.amwa.tv for more details.

Work on some of the major deliverables of the group continues. We have better defined the details of what we want to learn from another industry regarding SOA and intend to follow through with gathering that information to guide our work. Our glossary is now posted on the AMWA Wiki and we are generating a 1.0 PDF version.

The group's primary efforts center around the detailed definition of an ingest service. This work is based on the work done by the EBU in its Common Processes group. We hope, as we dive very deep on one service, that we will learn how and what will be able to potentially be put in a specification in the future. Related work has begun on the creation of a "Best Practices" document for SOA in the media industry, and this document can also be found at wiki.amwa.tv.

As always participation by more members of AMWA is welcome. We are discussing fascinating topics that relate to the nature of the connection point between the business of media and the technology.

John Footen, john.footen@ntc.com

Marketing Focuses on Future Events

The major upcoming event for the marketing committee is our presence at the Hollywood Post Alliance ("HPA") technical retreat in Palm Springs in February –find the details on this event at www.hpaonline.com. We will be holding our Annual General Meeting at the event site the day before the retreat starts, and have completed the re-design of our floor banners and "At a Glance" document in time for that event – hopefully I'll see some members there!

Of course, NAB is looming large in our sights – we need to have all collateral ready quite some time in advance. This year, we'll be relying on vendor members to help promote the organization by placing a small (5"x5") "AMWA Member" sign on their reception desks. We can also provide additional copies of the "At a glance" document to anyone who's interested. To that end, I would really appreciate it if you could all take a moment to let me know if you will be exhibiting or presenting at NAB. If you're exhibiting, we can provide you with the member sign, and if you're presenting, we can loan you the AMWA banners as backdrops if you'd like. The goal for the association, as always, is to attract additional members at these functions. You can contact me. We also plan to list all members exhibiting at NAB on the AMWA website so send your booth numbers to Barbara Main at mainbee@tds.net.

As always, we will continue in our efforts to promote the association, issuing press releases on significant events and producing messaging tools for use by our members. If you have any suggestions for other activities (or existing ones!), please feel free to contact me directly.

Paul Turner, pturner@omneon.com

AMWA Member News

New AAF Technology for Quantel

The CMX EDL format dates from the era of 2" analogue tape yet here we are in 2008 and it is still in use. Online has changed almost beyond recognition since then, that's why Quantel has been involved in the

development and implementation of AAF since the early days of the project.

At NAB 2008 Quantel will be introducing a big step forward in AAF implementation – a new suite of offline to online tools for Quantel eQ, iQ and Pablo effects editing and color correction systems. Now, AAF-based offline projects can be imported into a new multi layer timeline, with layer structure, transitions, DVE, opacity, and text metadata. As the new multi layer timeline is Resolution Coexistent TM, any project from SD to 4K can be handled including mixed format sessions.

This new development will significantly speed up online as a wide variety of offline decisions can be translated into the online session.

All Quantel eQ, iQ and Pablo systems can benefit from these new tools which will be available after NAB.

Mark Horton, mark.horton@quantel.com

New Platform for RPPtv

RPPtv are opening a web based platform, mimovi, in March which allows the upload of media, meta tagging, auto index, search, assembly edit and auto conform server side for publishing to a number of outlets including the web, Apple iPhone, Apple iPod Touch and into social networks such as FaceBook. Users can also point the conformed stream to their websites and potentially download the finished film file. Underlying the platform are broadcast standards including Apple QuickTime and AAF, so various file formats can be linked for auto-conforming and playout/publish depending on the viewing device and resolutions required. It is also possible for users who wish to do so to output the AAF files and related media from the assembly edit into the broadcast workflow. The platform is a pure browser system so no download of software is needed. Please see www.rpptv.com for more information.

Will Buchanan, will@rpptv.com

New AMWA Members

As of the end of January 2008, the association membership has grown to 55, compared to 41 at year-end 2006. New members since the December newsletter are:

- Video Communications, Inc.
- Blue Order Solutions
- Two new Individual Members

Check the website for the full membership list.

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