



AAF to Demo MXF Mastering Format at NAB2007

Looking to bring a fresh approach to MXF, the Advanced Media Workflow Association, formerly known as the Advanced Authoring Format Association is sponsoring the first public demonstration of the MXF Mastering Format Project at NAB2007.

This long-term initiative, led by Turner Broadcasting System, aims to provide proposed, real-world solutions for key workflows, focusing on creating a single MXF master file from which multiple versions of a program may be created.

The rationalization project currently includes two key strands: MXF Mastering Format and the MXF Processor API. The work, which began two years ago, will be demonstrated at NAB and AMWA and Turner welcome comments on the technical proposal.

This sponsorship is the first fruit of the association's reorganization and expansion. Renowned for its development of the Advanced Authoring Format--for the interchange of video, audio and metadata in post production--AMWA has now broadened its reach to focus on file-based workflows in both the post production and broadcast environments.

The AAF Association board voted Feb. 23 to change the organization's name to better reflect its purpose, and to issue a new mission statement.

MXF is AAF's broadcast cousin and the two formats share a long history. AMWA will focus on user-driven application requirements in mastering, HD, commercial and program delivery, program distribution and archiving.

The manufacturers taking a leading role in this MXF rationalization work include:

- Marquis Broadcast
- Metaglue
- Omneon
- Open Cube Technologies
- Pro-Bel
- Quantum
- Snell & Wilcox
- Softel
- TMD

The **Broadcast Engineering MXF Conference** will take place Tuesday afternoon, April 17, in the Summit Room of the Renaissance Hotel, 3400 Paradise Rd. A cocktail reception will follow in Room S225 of the Convention Center.