

FOR IMMEDIATE RELEASE

## AAF Technology in Action at IBC 2002

*BBC R&D, Incite Multimedia, Leitch dps, Metagluce, Panasonic, Pandora, Quantel, Snell & Wilcox, and Thomson Demonstrating AAF on Show Floor*

The Advanced Authoring Format (AAF) toolkit allows images, sound and metadata to be easily exchanged across platforms and applications. This is a quick overview of AAF technology demonstrations that are being presented at IBC 2002 at the Industry Interoperability Suite (including BBC R&D, Leitch Post Production, and Metagluce - 3.101), Incite Multimedia (7.210), Leitch Post Production (8.241), Panasonic (10.331), Pandora International (6.101), Quantel (7.221), Snell & Wilcox (1.231), and Thomson (8.151) stands.



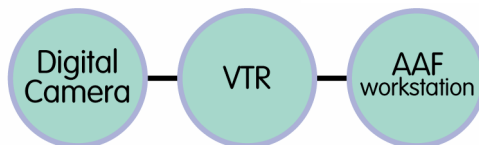
AAF is used in the film, broadcast, and post production industries. It can be used throughout the entire workflow, for Acquisition, Production, Editing, Compositing, Graphics, Grading, and many other applications. Many manufacturers will be demonstrating how AAF allows team-work between manufacturers.

### Example Demo: **Field Acquisition**



Digital cameras such as those from Thomson, Sony and Panasonic can be recorded onto AAF-compliant workstations. Production metadata about format, time, date, location etc. can be added in the field & later imported, to help the post production process.

### Example Demo: **Tape Conform**

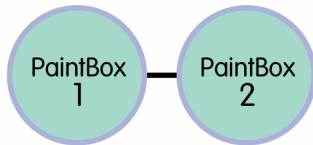


The multi-format cameras can produce tapes which are recorded into AAF-compliant workstations. Workstations can automatically sense the frame rate & other format information & display it in an AAF library, helping artists execute the conform correctly. Metadata can then be exported to other AAF compliant systems.

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## Example Demo: Graphics

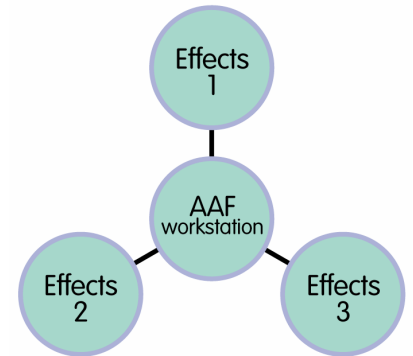


AAF based graphics templates can be created on systems such as Quantel's QPaintbox and exported to other AAF-compliant graphics systems.

Graphics systems can also share metadata with other AAF compliant systems.

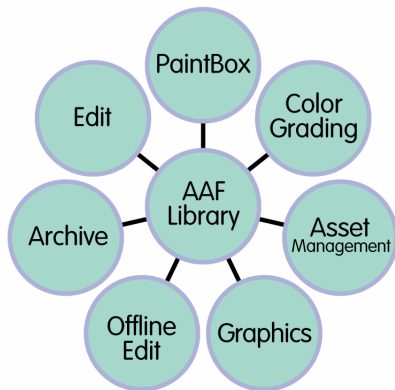
## Example Demo: Effects Compositing

Compositing software applications can be used to make multi-layer test composites, and the results exported with their history to compositing workstations.



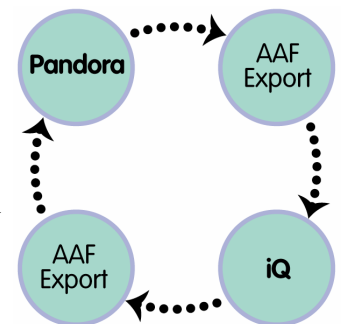
## Example Demonstration: Production

Production systems use AAF on collaborative broadcast production as a language for team-working with third parties.



## Example Demo: Color Grading

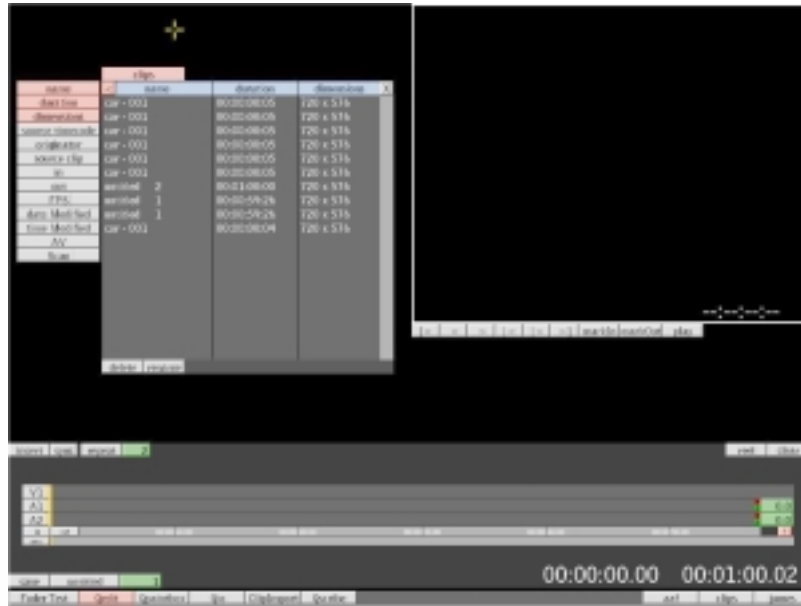
Pandora and Quantel have jointly developed a colour correction library exchange language based on AAF. While grading, each system can share metadata, synchronising the Pandora Colour Decision List with Edit Decision Lists held inside iQ.



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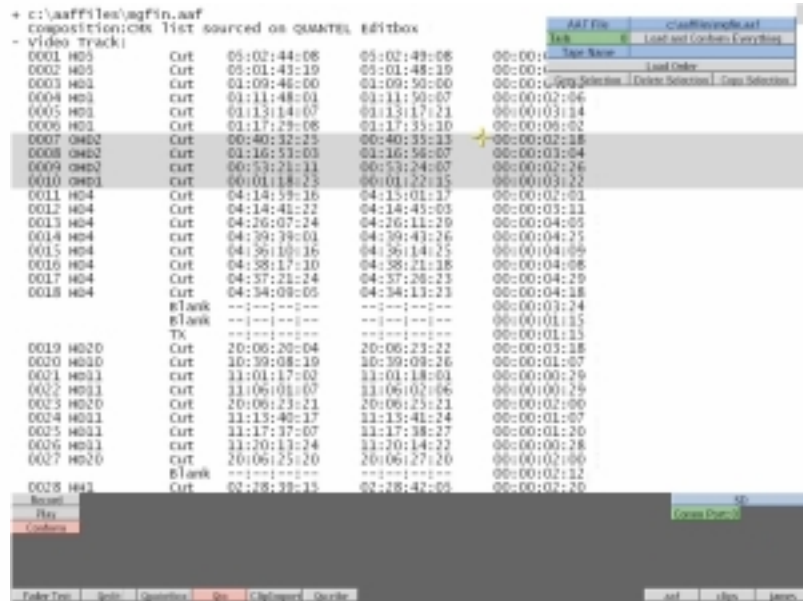
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## Example Demo: An AAF-based Library



AAF based libraries help users keep track of what, which, when & who and where

## Example Demo: An AAF Conform List

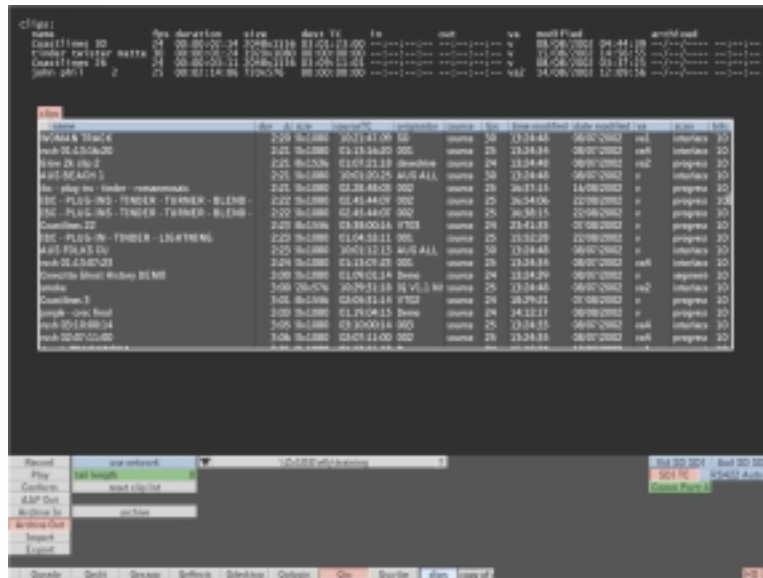


Unlike EDL's, AAF contains information on frame rates, bit depths, resolutions, media locations & much more. Information vital for 21st century media business.

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## Technology Demo: AAF Archive I/O



Unlike proprietary archive systems, AAF archives can be read by other AAF compliant manufacturers

### Summary

The technology demos being presented at IBC 2002 show AAF as it can be and is used today for capturing metadata (e.g. during field recording), adding metadata (e.g. during ingest), displaying captured metadata in Clip libraries, making round trips between systems, and archiving metadata out.

### 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](mailto:info@aafassociation.org)

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