

# Press Release

## **... and the Emmy goes to – MXF!**

[Munich/Las Vegas – January 16, 2009]

**The Society of Motion Picture and Television Engineers (SMPTE), the leading technical society for the motion imaging industry, was honored with the Tech & Engineering Emmy<sup>®</sup> for their outstanding work in development of the Material Exchange Format (MXF). The awards were presented at the International Consumer Electronics Show in Las Vegas.**

The jury of the National Academy of Television Arts and Science (NATAS) honours the intensive efforts of SMPTE to develop and standardise an universal file format for exchanging audiovisual material and metadata in the area of TV production.

IRT played an active role in the standardisation process of this format within SMPTE and particularly considered EBU's requirements on such format. With IRT's products MXF-SDK and MXF Analyser Professional, and numerous interoperability workshops and plug-fests together with various manufacturers, IRT actively supports the employment of the MXF file format in the areas of tapeless TV production, programme exchange and archiving.

Further Information about IRT's MXF products & services:  
<http://www.irt.de/en/products/production.html>

## **About IRT**

The Institut fuer Rundfunktechnik, founded 1956 as a private company, is the central research and development establishment for public broadcasting organisations in Germany (ARD, ZDF and DLR), in Austria (ORF) and in Switzerland (SRG/SSR).

In addition, the IRT collaborates not only with numerous clients in the broadcasting, media, communication-engineering and IT sectors, but also with various research organisations and universities. The main focus of IRT's work is the improvement of existing and the development of new, particularly digital, systems and their standardisation.

## **Contact and additional information**

### **Publisher**

Institut fuer Rundfunktechnik GmbH  
Floriensmuehlstrasse 60  
80939 Munich  
Head of Public Relations  
Thomas Schierbaum

### **Contact for IRT's products and services**

General Manager R&D Services  
Franz-Josef Lehbruner

Fon: + 49 (0) 89 | 323 99 - 300

Fax: + 49 (0) 89 | 323 99 - 620

E-Mail: [marketing@irt.de](mailto:marketing@irt.de)

### **Contact Public Relations**

PR-Assistant  
Carola Schmidle

Fon: + 49 (0) 89 | 323 99 - 232

Fax: + 49 (0) 89 | 323 99 - 205

E-Mail: [presse@irt.de](mailto:presse@irt.de)