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PRESS RELEASE

Fraunhofer IIS Introduces IMF Software Components for File-Based Workflows at IBC 2012

New IMF packaging, play back and multiformat-transcoding components simplify workflow and decrease media production costs

Amsterdam – September 7, 2012 – IBC booth 8.B80 – Fraunhofer IIS, the world's renowned source for audio and multimedia technologies, today at IBC announces new packaging, play back and transcoding components for the new Interoperable Master Format (IMF). Fraunhofer IIS´s new software components will further enable new post production products for processing as well as extend the capabilities of existing tools for universal distribution.

Media production is gradually transitioning from tape-based to file-based workflows for processing and distribution in order to save time and money. To aid in this transition, IMF was developed on the initiative of the film industry and studios. The IMF is a file-based format in which high resolution image and audio data, auxiliary data and subtitles can be stored for processing in postproduction under a so-called Interoperable Master Package (IMP).

The IMP serves as an universal master format between postproduction houses and studios. Based on the IMP, data can be automatically transcoded in different file formats such as DCP, Blu-ray, QuickTime, or H.264 by utilizing an Output Profile List (OPL). The IMP is suited to exchange film content independently from systems or devices from any manufacturer.

"There is high demand for flexible access to multiformat production solutions in today's industry", said Heiko Sparenberg, head of the Digital Cinema Group at Fraunhofer IIS. "The new features for IMF showcase Fraunhofer's ability to develop the future-oriented applications and workflow solutions needed and expected by production professionals."

The IMF Format is currently in the standardization process by SMPTE (Society of Motion Picture and Television Engineers).

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IBC attendees can see a demo of the IMF components at the Fraunhofer Digital Cinema booth 8.B80.

Further information is available at *www.dcinema.fraunhofer.de/en/veranstaltungen/IBC2012.html*

About Fraunhofer IIS

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with more than 750 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the main inventor of mp3 and universally credited with the co-development of AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition. It provides research services on contract basis and technology licensing.

The research topics are: Audio and video source coding, multimedia realtimesystems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X-ray technology, high-speed cameras, medical sensor solutions and supply chain services.

The budget of more than 95 million Euro is mainly financed by projects from industry, the service sector and public authorities. Less than 25 percent of the budget is subsidized by federal and state funds.

The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With 20,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 60 Institutes conducting research in a broad range of research areas. For more information, contact Angela Raguse, rgs@iis.fraunhofer.de, or visit *www.iis.fraunhofer.de/en/abt/bewegt/*

About the Department Moving Picture Technologies

The Department Moving Picture Technologies develops new innovative imaging systems and procedures based on High Dynamic Range (HDR), Lightfield- and 3D capturing methods. Main application areas are the motion picture and TV industry, but also other areas will be covered. The algorithms will be used to extend technical and creative opportunities on the set and in the postproduction. To achieve practical use specific components like image processing ASICs, software tools or complete prototypes and devices will be developed.

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Well known software developments will be used e.g. for creation, play back and control of Digital Cinema Packages. Actual and future extensions will work for enhanced 3D distribution packages, multiformat mastering or archiving of media content. The department is well connected to other organizations and associations and is working in several international standardization organizations.

The **Fraunhofer Alliance Digital Cinema** consists of four Fraunhofer institutes specializing in video and audio technologies. With the start of digitalization in the moving picture industry, these institutes joined forces in 2004 to offer R&D expertise with one face to the customer. The institutes are all well known in the industry for award-winning developments and standards like mp3, H.264, the DCI Compliance Test Plan for Digital Cinema, IOSONO etc. In addition, they are contributing to ISO, SMPTE, ISDCF, EDCF. Members of the Fraunhofer Alliance Digital Cinema are the Fraunhofer Institute for Integrated Circuits IIS (Coordinator), Fraunhofer Institute for Digital Media Technologie IDMT, Fraunhofer Institute for Telecommunications Heinrich Hertz Institute HHI, Fraunhofer Institute for Open Communication Systems FOKUS – Location Adlershof.

For further information
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