

For Immediate Release



**NATIONAL TELEVISION ACADEMY ANNOUNCES
EMMY WINNING ACHIEVEMENTS:
HONORS BESTOWED AT 57TH ANNUAL TECHNOLOGY & ENGINEERING
EMMY AWARDS**

**FIRST-EVER LIFETIME ACHIEVEMENT AWARD PRESENTED TO THE ORIGINAL
INVENTORS OF THE VIDEOTAPE RECORDER**

Advanced Media Technology Emmys Awarded

Gaming Category Honors the Past, Present and Future

Princeton, NJ: September 29th, 2005 - The National Television Academy has announced the winners of the Technology and Engineering Emmy awards. This is the 57th annual ceremony for these awards. This year's ceremony was held at Bristol-Myers Squibb in Princeton, NJ. The event was attended by leading television and new media technologists, engineers and executives.

Mark Cuban, owner of the Dallas Mavericks and founder of HDnet was on hand to present the Lifetime Achievement Award. For the first time, the Academy bestowed a Lifetime Achievement Award in the area of Technology and Engineering. The acknowledgment was presented to the original inventors of the videotape recorder, Charlie Ginsburg, Ray Dolby, Alex Maxey, Charlie Anderson, Fred Pfof and Shelby Henderson. The six men, all then working for Ampex Corporation, introduced the VTR-1000, (later named the Ampex Mark IV) the first practical videotape recorder, to the world on March 14, 1956 at the National Association of Radio and Television.

Awardees received their Emmys at the ceremony. The categories and awardees are as follows:

For slow-motion color recording and playback for broadcast:

- **Ampex**
- **ABC, The American Broadcasting Company**

For **closed caption standardization**:

- **ABC, The American Broadcasting Company**
- **PBS, The Public Broadcasting Service**
- **CEA, The Consumer Electronic Association**

For **pioneering development of locally integrated and branded content using IP Store and forward technology**:

- **The WB**
- **IBM**

For **lens technology developments for solid state imagers cameras in high definition formats**:

- **Canon USA Inc.**
- **Fujinon**
- **Thales Angeniux**

For **the first intercontinental satellite TV transmission**:

- **AT&T**

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Emmys were also bestowed for Video Gaming Technology and Applications. In its second year, this award recognizes pioneering efforts and breakthroughs in the gaming world.

The awardees for Video Gaming and Technology are:

- **Development and Impact in 8-Bit Consoles - Atari 2600**
- **Development and Impact in Polygon Consoles - Sony (PS1)**
- **Development of Multiplayer Console Technology - Microsoft (XBOX Live)**

“Gaming and its particular needs have been a significant source of new technology in the areas of video- and television-centric activities. It comes as quite natural that this work should be recognized in the same way we’ve recognized the achievements in broadcast technology,” Seth Haberman, Chair of the Video Gaming and Technology awards panel said. “In addition to Microsoft’s considerable achievements, I feel particularly proud that the committee was able to reach into the past and award an Emmy for the long overdue achievements of Sony and Atari.”

The **Advanced Media Technology** awards honor the work being done in Interactive Television, New Media and related programming and technology. The technologies that are considered in this group embrace the expanded definition of television and include non-linear creation and distribution, point to point delivery, one and two screen television technologies and gaming for television delivery.

The winner for **Outstanding Achievement in Advanced Media Technology for the Enhancement of Original Television Content** is:

- **TOURCast – PGATour.com**

The winner for **Outstanding Achievement in Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content** is:

- **ImageGuide/www.living.com – EAT.tv, LLC/Scripps Networks**

The winner for **Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms** is:

- **Moxi Media Center : New Features for 2005 - Digeo**

The National Academy of Television Arts & Sciences, whose mission is to recognize excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in Sports, News/Documentary, Daytime, Technology, and Public/Community Service. Regional Emmys are given in nineteen regions across the United States . Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

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