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**WINNERS OF 59th TECHNOLOGY & ENGINEERING EMMY AWARDS
ANNOUNCED BY NATIONAL TELEVISION ACADEMY
AT CONSUMER ELECTRONICS SHOW**

Webcast of Awards Ceremony Available On tvworldwide.com

Las Vegas - January 8, 2008 - The National Academy of Television Arts and Sciences (NATAS) announced the winners of the 59th Annual Technology & Engineering Emmy Awards at the International Consumer Electronics Show (CES) in Las Vegas. The 2008 Emmy Awards honored Science, Engineering and Technology Achievements for Broadcast, Broadband and Personal Television. In addition, Gaming achievements were honored. Emmy awards event sponsor Thomson, along with broadband sponsor Level 3 Communications were joined by media sponsor Broadcasting & Cable Magazine to support the ceremony.

The Technology & Engineering Awards honor excellence in advances in the use, creativity and adaptation of technology that enhances or improves the consumer experience with media across multiple platforms.

Among the presenters at the evening ceremony were Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA), legendary astronaut Buzz Aldrin, and **Peter Price**, president and CEO of the National Academy of Television Arts & Sciences. Also on hand to present awards were Technology & Engineering Emmy Award Chairman Charles Jablonski, Chairman of the Advanced Media Committee Shelly Palmer, Chairman of the Gaming Committee Seth Haberman, and Variety's Chief Marketing Officer Madelyn Hammond. They were joined by fellow presenters David Ashbrock, Phil Dubbs, Jacques Dunogue, David Horowitz, Drew Ianni, John Luff, Skip Pizzi, Hal Protter, David Rosenberg and Drew Schutte.

"For the first time in our 59 year history, not all winners will be presented with an Emmy statuette at this year's ceremony due to litigation with the Hollywood-based Academy of Television Arts & Sciences," said Peter Price, President and CEO, National Academy of Television Arts & Sciences. "We are in court aggressively fighting for the right to recognize the talents and achievements of these companies and individuals without whom our industry would not be the world leader it is today. Once victorious, we plan to present each winner from tonight's event with their own Emmy."

A detailed listing of all awards is below as compiled by the independent accountancy firm of Lutz and Carr, LLP. A list of winners for the 59th Annual Technology & Engineering Emmy Awards is also available on the National Television Academy's website at www.emmyonline.tv.

The Winners

Following are the previously announced winners of "classic" Emmys Awards for Science, Engineering & Technology for Television as selected by a panel of industry experts.

The Emmy Awards for **ATSC broadcast transmission system RF filters:**

Electronics Research, Inc. (ERI)

Dielectric Communications

Harris Broadcast

Micro Communications, Inc. (MCI)

The Emmy Awards for **Development, productization, and commercialization of interactive Video-on-Demand (VOD) two-way infrastructure and signaling, leading to large scale VOD implementations:**

Time Warner Cable

Scientific Atlanta

N2 Broadband (TANDBERG Television)

The Emmy Award for **Coaxial cable technology:**

AT&T

The Emmy Award for **Pioneering development of a fully monitored fiber optic based digital network for occasional use and full time video services with fully provisioned local video access at shared use sports venues:**

Vyvx Services

The Emmy Award for **Development and implementation of an integrated and portable IP-based live, edit and store-and-forward digital newsgathering system:**

CNN

The Emmy Awards for **Monitoring for compliance standards for ATSC & DVB transport streams:**

Rohde & Schwarz

Tektronix

Thomson

Pixelmetrix Corporation

Following are the advanced media technology winners for Science, Engineering & Technology for Broadband & Personal Television.

The Awards for **Outstanding Achievement in Advanced Media Technology for Best Use of Commercial Advertising on Stand-Alone Broadband Devices (Personal Computers)*** are:

The L Word in Second Life
Showtime Networks/Electric Sheep Company

The Awards for **Outstanding Achievement in Advanced Media Technology for Best Use for Creation and Distribution of Interactive Commercial Advertising Delivered Through Multi-Channel Broadband Devices (Digital Set Top Boxes)** are:

Axe Boost Your E.S.P. Interactive Channel Experience
Brightline iTV/Unilever

The Awards for **Outstanding Achievement in Advanced Media Technology for Synchronous Enhancement of Original Television Content for Interactive Use (Two Screen Environment TV /PC or TV / Mobile Device)** are:

March Madness on Demand
CBSSports.com/CBS Sports

The Awards for **Outstanding Achievement in Advanced Media Technology for Creation of Non-Traditional Programs or Platforms** are:

MTV's Virtual Laguna Beach
MTV Networks

The Awards for **Outstanding Achievement in Advanced Media Technology for Best Use of Personal Media Display and Presentation Technology (PSP, Cell Phone, Personal Media Player, Mobile Devices)** are:

Bravo To Go
Bravo

The Awards for **Outstanding Achievement in Advanced Media Technology for Best Use of "On Demand" (Consumer Scheduled or Programmed) Technology Over Broadband Networks for Active "lean-forward" Viewing (PC)** are:

MLB Mosaic
Ensequence/MLB.TV

The Awards for **Outstanding Achievement in Advanced Media Technology for Best Use of "On Demand" (Consumer Scheduled or Programmed) Technology Over Broadband Networks for Passive "lean-backward" Viewing (TV) are:**

Switched Digital Video: Revolutionizing TV
Time Warner Cable/BigBand Networks

Following are the winners for Engineering & Technology for Creation and Implementation of Video Games and Platforms.

The Awards for **Game Controller Innovation:**

Nintendo DS
Nintendo

Nintendo Wii
Nintendo

The Awards for **Handheld Game Device Display Screen Innovation:**

Football & Auto Race
Mattel

Atari Lynx
Atari

Nintendo DS
Nintendo

The Awards for **User Generated Content - Game Modification:**

Pinball Construction
Electronic Arts (EA)

Quake
id Software

Second Life
Linden Lab

The Awards for **Physics Engines:**

Havok

The Awards for **Development of Massively Multiplayer Online Graphical Role Playing Games:**

Neverwinter Nights
AOL-Time Warner/Stormfront/Ubisoft/TSR-Wizards of the Coast

Everquest
Sony Online Entertainment

World of Warcraft
Blizzard Entertainment

The Awards for Visual Digital Content Creation Tools and their Impact:

Autodesk Maya
Autodesk

Autodesk 3ds Max
Autodesk

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About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv.

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