

### **Seven technology companies at the front line of media innovation join AIMS**

*New alliance members: Avid, Dejero, Ikegami, IntoPIX, Matrox, NEC, and TVU Networks*

**BOTHELL, WA, 13 April, 2016** — The growth of the Alliance for IP Media Solutions (AIMS) continues apace, as a further seven international companies, at the forefront of digital video production and delivery, opt for membership. Avid®, Dejero, Ikegami, IntoPIX, Matrox, NEC and TVU Networks have swelled the ranks of the alliance in the last few weeks.

Avid led the revolution in audio and video editing over 25 years ago. Its software-based, non-linear editing system is a television and video industry standard, providing the tools needed to create, manage, store, distribute, and monetize content.

“The smooth transition to IP is going to depend on customer confidence in the interoperability of equipment in the production and distribution chain,” Tim Claman, vice president of Platform and Solutions at Avid. “At Avid we’re fully committed to supporting standardization efforts that facilitate this interoperability, and AIMS is making a major impact in facilitating and accelerating that process.”

Dejero simplifies the remote acquisition, cloud management, and multiscreen distribution of professional live video over IP. The Ontario company’s LIVE+ platform is trusted by broadcasters, media organizations and mobile production companies around the globe. CEO, Brian Cram, states, “The transition to IP is clearly the next great technology shift in the broadcast industry. Dejero has always advocated for and is a firm believer in the adoption of open standards. We are excited to join and support the work being done by the AIMS community to encourage interoperability and accelerate this shift.”

Ikegami is a world-leading manufacturer of professional and broadcast television equipment, including television broadcast camera systems, monitors, video production and processing systems, and OB vehicles. The Japanese company was first to introduce a portable hand-held TV camera, in May 1962.

Naoki KASHIMURA is Director of the Board, Global Business Promotion: “Ikegami is proud to join the AIMS alliance today. We are eager to create a next generation broadcast eco-system with a belief that interoperability and open standards will ultimately benefit customers. As IP based solutions will play a key role, we see becoming a member of AIMS as truly beneficial because of the great enthusiasm of the community. Ikegami is also ready to contribute to move this exciting technology forward.”

Belgian based intoPIX offers the most compact, flexible and advanced image and video compression solutions dedicated to Cinema, Broadcast, Production and Post, Pro-AV, Video Transmission and Storage applications. "In joining AIMS, IntoPIX wants to contribute to the broadcasters' transition towards a cost-effective and interoperable Live IP-based ecosystem, both in-studio and in remote production environments," says CTO Gael Rouvroy.

"AIMS' roadmap is simplifying the transition to IP. We believe that our FPGA IP-cores – implementing both the TICO light compression and JPEG 2000 Ultra-Low latency technologies - add the benefits to economically move HDTV and UHDTV over current 1/10G networks."

Founded in 1976, Montreal headquartered Matrox has over 40 years of experience designing software and hardware solutions for graphics, video, and imaging/machine vision applications. Matrox has earned its reputation as an industry leader by consistently meeting customer requirements for innovative technology and the highest manufacturing standards.

"As an OEM supplier of hardware and software tools to the broadcast industry, Matrox is highly aware of the importance of open standards in ensuring interoperability, and that has never been more true than today, navigating the transition from SDI to IP and cloud-based workflows," senior director of sales and marketing, Alberto Cieri, comments. "We applaud the goals of AIMS and have designed our hardware and SDK to ensure our customers can easily support all emerging IP protocols from a single development effort."

NEC Corporation is a leading global end-to-end broadcasting solutions provider, known for its excellent design and manufacturing technology, and with over 80 years of accumulated experience in the broadcast industry. Throughout that time it has supplied transmitters and studio solutions that meet worldwide broadcasting standards spanning more than one hundred countries. NEC's activities within AIMS help to reinforce the company's initiatives to promote the use of "Video over IP" and its contributions to IP based product and solution development.

TVU Networks is a market leader and pioneer in IP-based video technology solutions that help transform broadcasters' SDI-based operations – including acquisition, transmission, routing, distribution and management – to an IP-based infrastructure. The company serves customers of all sizes in more than 80 countries in sectors including news broadcast, web streaming, law enforcement, sports, corporate and government.

Matt McEwen, VP of Product Management, states, "As the broadcast industry moves from traditional SDI to IP-based workflows, fundamental device interoperability and industry-wide standardization is needed for continued rapid advancement in technology development of IP based solutions. TVU has been committed from the beginning to the pursuit and development of IP based video workflow solutions for broadcasters. We are proud to be a member of AIMS and to provide our support for the standardization and interoperability of IP-based infrastructure in the community."

AIMS Chairman Michael Cronk responds for the alliance, "The rapid and accelerating expansion of AIMS membership is embracing of specialist companies and large corporations. All share the

commitment to the highest standards of technological development and an open standards approach to an IP based future. We sincerely welcome them all.”

AIMS’ efforts are focused on promoting the adoption, standardization, development and refinement of open protocols for media over IP, with an initial emphasis on VSF TR-03 and TR-04, SMPTE 2022-6 and AES67. Broadcasters and other media companies are seeking to leverage IP to increase the flexibility of their networks, help streamline workflows and improve agility to better compete in a rapidly evolving ecosystem. Open standards are the key to protecting current investments and ensuring long-term interoperability.

Open standards work for the IP transition is already underway by the 77-member Video Services Forum (VSF), with the support of organizations such as SMPTE and the EBU. AIMS endorses the work of the VSF and will continue to lend support in the development of a standard approach to IP; more than 30 broadcast equipment suppliers and broadcasters were involved in the development of VSF TR-03 and companies are actively testing and validating it today.

AIMS provides specific guidance in its bylaws to its members and to the media industry via the AIMS Roadmap. The organization endorses an IP transition plan that includes support for SMPTE 2022-6, AES67 and VSF recommendations TR-03 and TR-04.

A number of solutions are already on the market to help media companies begin the transition by introducing IP components to an SDI workflow. The transition represents a significant investment and will not happen overnight. An open standards approach allows media companies to implement the technology over time and transition at the pace that makes sense for their businesses.

Membership in AIMS is available to all individuals and companies that support open standards and share a commitment to the group’s founding principles.

For more about the importance of open standards and interoperability in the broadcast and media industry, visit the alliance website at [www.aimsalliance.org](http://www.aimsalliance.org) and download the Alliance for IP Media Solutions’ white paper “An Argument for Open IP Standards in the Media Industry.”



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**About the Alliance of IP Media Solutions**

The Alliance of IP Media Solutions (AIMS) is a not-for-profit organization dedicated to the education, awareness and promotion of industry standards for the transmission of video, audio and ancillary information over an IP infrastructure, as well as products based on those standards. The group represents the interests of both broadcast and media companies and technology suppliers that share a commitment to facilitating the industry's transition from SDI to IP through industry standards and interoperable solutions that enable the rapid evolution to open, agile and versatile production environments.

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**Media Contact:**

Keith Grant

KGa marketing & media

Mobile: +44 7977 410 444

Skype ID: kgamarketing

E-mail: [AIMS@kgamarketing.com](mailto:AIMS@kgamarketing.com)

Web: [www.kgamarketing.com](http://www.kgamarketing.com)