

HPA Technology Retreat

Thursday February 16, 2012

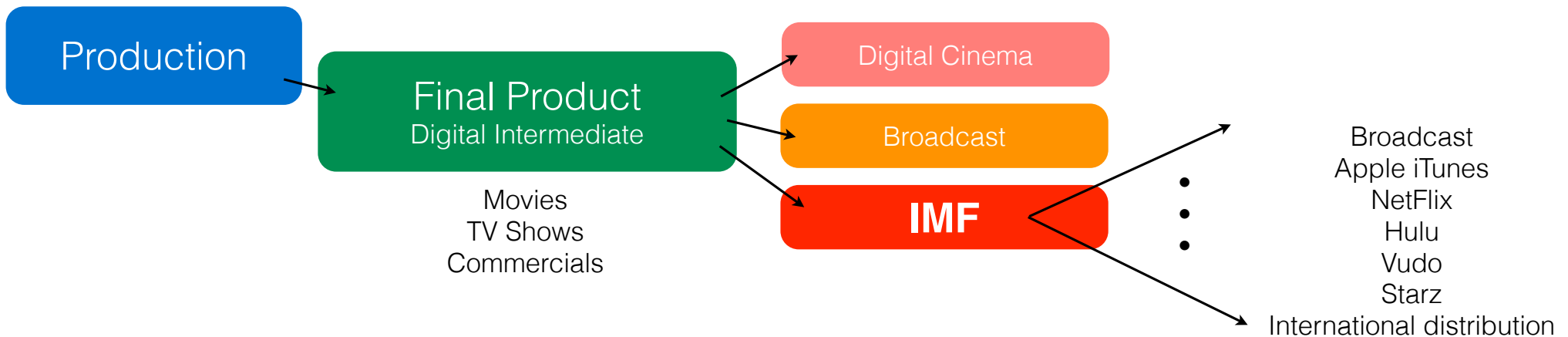
IMF Interoperable Mastering Format

Learning from Digital Cinema

- Digital Cinema uses DCP (Digital Cinema Package) an MXF wrapped JPEG2000 video, uncompressed audio, subtitles, & captions
- Composition play list to create a particular version at playout (i.e. English Audio, French captions)
- It also had the concept of “supplemental packages” a way of adding to the package at a later date. Great Concept!

IMF - Interoperable Mastering Format

- IMF - format similar to the DCP for DISTRIBUTION of final video products - Movies, TV, Commercials.
- It is designed to be a file based architecture that will create file-based packages for many video distribution channels



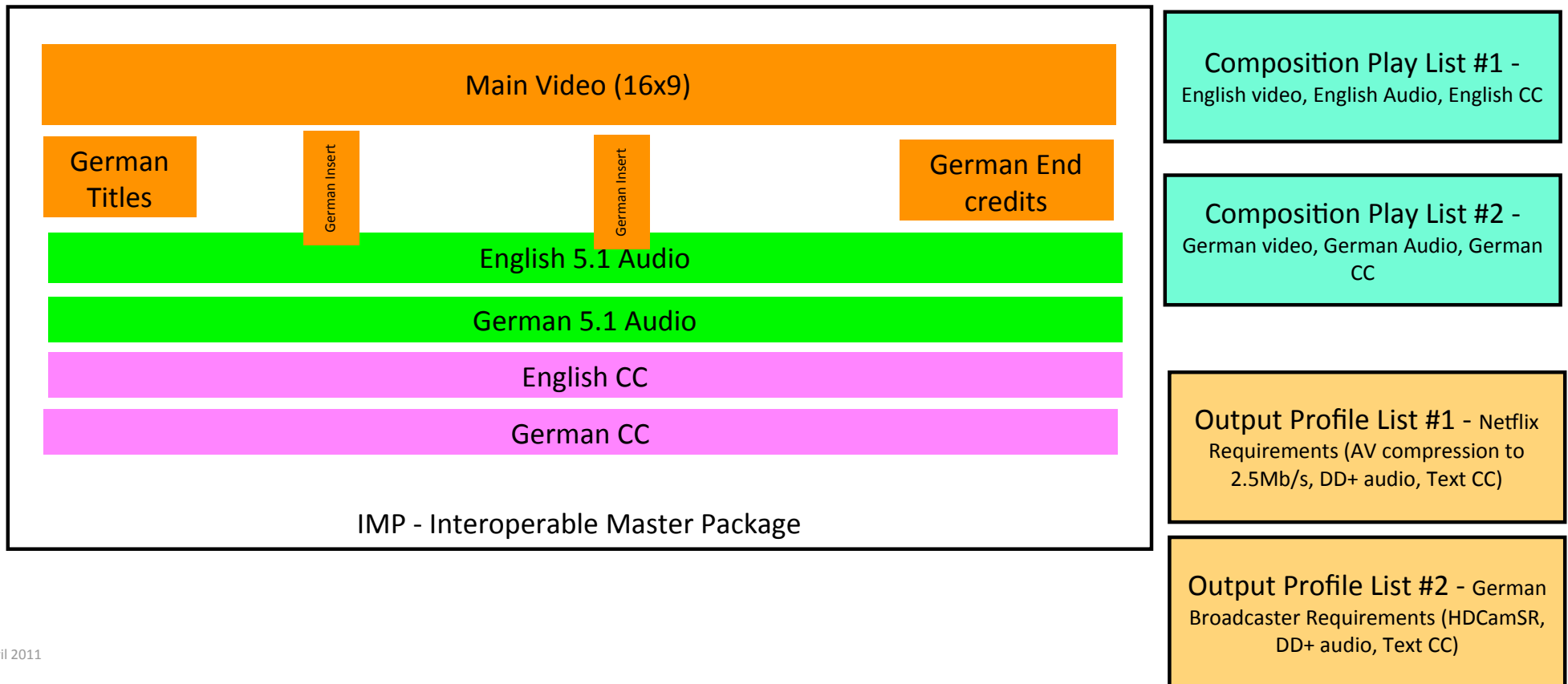
IMF Key Features

- Framework for file-based assets (image, audio and subtitles)
- “Mix and Match” Assets
- Allows for flexible versioning
- Store differences between versions, not flattened linear versions
- Can use mezzanine level compression
- Standardized through SMPTE
- Do not “reinvent the wheel” – Re-use existing standards where possible!
- Interoperability through constrained standards

What IMF is NOT

- It is NOT a mastering / origination format
 - The Movie/TV/Commercial is FULLY COMPLETED before it is ingested into an IMF package (IMP)
- The IMP is NOT a delivery package.
 - Delivery packages are made from an IMP
 - {Yes, you could delivery an IMP, but that is not the intent.}
- The IMF is NOT an archive format
 - {Yes, you could archive an IMP, but that is not the intent.}

IMF Example



The Schedule

- The Need ...
 - David Sugg - Warner Bros.; Mike Krause - Disney; Clyde Smith - Fox
- Technical Introduction to IMF
 - Annie Chang - Disney
 - John Hurst - Cinecert
- Implementation and where are we now?
 - Argun Ramamurthy - Fox; Geoff Bowen - Amberfin; Daniel Germain -DVS;
Henry Gu - GIC; Tim Claman - Avid
- Questions and Comments