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EIDR Related Member News at NAB

RSG Media, creator of the rights management system, RightsLogic® and Prime Focus Technologies, creators of the first Media ERP Suite, CLEAR™ announced a technology partnership integrating their flagship products. The joint solution will simplify and streamline the efforts of content owners by automating the digital supply chain and maximizing monetization of their content, including integration with EIDR. [Click here for the complete press release](#) and visit [RSG Media](#) and [Prime Focus Technologies](#) at the NAB Show. Booth information is as follows:

- Prime Focus Technologies – SL9605
- RSG Media Systems – N3125

FilmTrack, a global leader in contract and rights management for the media and entertainment industry, unveiled a new integration with EIDR allowing FilmTrack users easy access to EIDR's unique content identifier system for movie and television assets. With the push of a button, FilmTrack users can now auto-populate an EIDR number into their StarCM Content Manager, which captures all metadata associated with a project, including title, genre, cast, crew and hundreds of related attributes defining the technical and artistic nature of the film. [Click here for the complete press release](#) and visit [FilmTrack](#) at the NAB Show. Booth information is as follows:

- FilmTrack – N4333

Verance and S&T continue to support and develop key elements of the emerging ATSC 3.0 broadcast TV standard, which will be on display at this month's NAB Show, with a variety of exhibitors from all over the world planning to show how ATSC 3.0 can enhance future TV broadcasting. [Click here for the complete article on ATSC 3.0 demonstrations at the NAB Show](#). Learn more and visit [Verance](#) and [S&T](#) at the NAB Show. Booth information follows:

- S&T – N1122, ATSC Pavilion
- Verance Corporation – N5738

Stop by the booths of one of EIDR's member companies that will be exhibiting their services and technical applications. Exhibiting member companies of EIDR include the following:

Adobe Systems – SL5110
Cisco – N802
Civolution – SU3424
Clearleap – MR14, Wynn Parlor: I, J, K
Deluxe – SU8905
Ericsson – SU721
FilmTrack – N4333

Metadata Madness Aftermath

A recap: speakers from Disney, Sony Pictures Entertainment, Google, FilmTrack, Fox, Rovi, MovieLabs, Warner Bros., industry supporter Ad-ID, plus Don Dulchinos and Clint Richmond from EIDR all took part in Metadata Madness, a two-part series event, presented by MESA.

EIDR studio members reported on DEG work showing 95%-plus presence of EIDR numbers in home entertainment releases. [Click here for the complete article](#).

John Powers, DEG Executive Director, highlighted EIDR as significantly progressing in adoption over the past year as *the* common identifier. [Click here for a complete copy of the presentation](#).

"Correct metadata is the difference between sale and no sale." Thomas Stilling, VP WW Home Entertainment, 20th Century Fox HE

2015 Calendar of Events

- April 22 – CIMM Summit, NYC
- May 5-7 – NCTA – briefings at INTX, formerly the Cable Show, Chicago
- June – HITS Europe, London
- September – IBC – Joint tech paper submitted with ITV, Amsterdam
- October – Japan visit (tentative)

Mediamorph – N8028
Microsoft Corporation – SL6605, SL6610
Prime Focus Technologies – SL9605
Rovi Corporation – SU12226MR
RSG Media Systems – N3125
S&T – N1122
Saffron Digital (Cinram) – N1222
Technicolor (USA) – Renaissance Exhibit: G, VIP: D
Verance Corporation – N5738
Verizon – SU4910
Vubiquity (Premium Content Services) – N1422

EIDR at NAB Show - Preview - RSVP Today!

Please join us at one of the following marquee events featuring EIDR staff and member company representatives:

- Monday, Apr. 13 and Tuesday, Apr. 14 – [Take the DAM Tour](#) – with MESA (Contact [MESA](#) for your company to be included on the tour of Digital Asset Management companies.)
- April 13-15 – EIDR is sponsoring the [Framework for Interoperable Media Services \(FIMS\)](#) Exhibit at the NAB Labs Futures Park, supporting EBU and AMWA.
- Monday, Apr. 13 – EIDR Briefing and Reception Sponsored by FilmTrack, 4:30–6:00 p.m., Booth# N4333. RSVP by contacting the [EIDR Secretariat](#).
- Tuesday, Apr. 14 – EIDR Briefing Sponsored by Deluxe, 11:00-12:00 p.m., Booth# SU8905. RSVP by contacting the [EIDR Secretariat](#).
- Tuesday, Apr. 14, 4:00 p.m. – EIDR in File Based Workflows Presentation by MovieLabs consultant, Pierre-Anthony Lemieux, at the [Framework for Interoperable Media Services \(EBU and AMWA\)](#) Exhibit at the NAB Labs Futures Park.
- Tuesday, Apr. 14 – MESA Alliance Reception – 6:30-8:30 p.m., Mirage Hotel, limited number of passes available. RSVP by contacting the [EIDR Secretariat](#).
- Wednesday, Apr. 15 – EIDR Briefing Sponsored by Deluxe, 11:00-12:00 p.m., Booth# SU8905. RSVP by contacting the [EIDR Secretariat](#).
- Wednesday, Apr. 15, 3:30 p.m., Room S227 – EIDR for Sports Broadcasting Content Management Challenges Presentation by EIDR Technical Director, Richard Kroon.

