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EIDR in Cable at INTX

EIDR and its members will be present at the Internet and Television Expo (INTX), formerly The Cable Show, in Chicago from May 5-7.

- 5/5 - EIDR Member Reception – INTX Marketplace, 5:00-6:00 p.m. No RSVP required.
- 5/6 – EIDR Briefing/Update – Meeting Room W176B, 9:30-10:30 a.m. RSVP by contacting the EIDR Secretariat.

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 (Adobe Primetime) - TV Everywhere
- CableLabs - 100
- Comcast - 215, TV Everywhere, Navigation, Internet of Things
- Rovi Corporation - 627
- AdGorilla - 1320 & 1849
- Cisco - 523
- CSG International - 1849 & ES-33
- Deluxe OnDemand - 901
- Digitalsmiths - Navigation & 1249
- Ericsson - 1535
- Internet Video Archive - 1221
- Library of Congress - 1237
- Mediamorph - 1629
- Rentrak - 1301
- Technicolor - 2123
- Vubiquity - 1635
- Watchwith - 1735

NAB Report

EIDR sponsored the Framework for Interoperable Media Services (FIMS) Exhibit in the Futures Park, supporting EBU and AMWA. [Click here for the presentation by Pierre-Anthony Lemieux](#) about the use of EIDR in streamlining file-based workflows.

EIDR Technical Director, Richard Kroon, presented on a paper entitled *EIDR for Sports Broadcasting Content Management Challenges*. [Click here to read the full technical paper](#).

In addition to RSG Media's partnership with Prime Focus Technologies as mentioned in the last EIDR newsletter, RSG Media also announced a new partnership with IBM and highlighted the importance of EIDR in media analytics. [Click here to read the full press release](#).

Verance Corporation announced that the Advanced Television Systems Committee's ATSC TG3/S33 Specialist Group on Management and Protocols has recommended its VP1 watermarking technology be included within the ATSC

New Member

EIDR is pleased to announce their first Belgium-based member, Magnet Media, an EPG and metadata provider.

2015 Calendar of Events

- May 5-7 – EIDR briefings at INTX, formerly the Cable Show, Chicago
- May 14 – HITS, L.A. *, featuring speakers: Eddie Drake, Walt Disney Studios; Alex Grimwade, Twentieth Century Fox Television; Jason Kassin
- June 9&10 – EBU Workshop, featuring speaker, Ben Schofield, EIDR U.K.
- June 17 – ESCA, L.A. *
- June 25 – HITS Europe*, London, featuring speaker, Eric Iverson, Sony Pictures Entertainment, EIDR Board of Director
- September 10-15 – IBC

* Limited event passes available by EIDR. [Contact the EIDR Secretariat](#) for more information.

Archived Newsletters by Headline

- EIDR Members Active at NAB; Metadata Madness Recap
- NAB Show Preview; EIDR Visits Germany
- EIDR's Annual Conference Draws 100 Attendees
- Year-End Results; Presence of EIDR in 2nd Screen at CES

3.0 next-generation terrestrial TV broadcast standard, enabling broadband-enabled personalized viewing, on-screen interactivity, dynamic advertising and viewer measurement features of ATSC 3.0. Verance had shown embedding of EIDR ID's in its technology at this year's EIDR Annual Member Meeting. [Click here to read the full press release.](#)

