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Movie Roll
Microsoft

[Microsoft Celebrated for Contribution to HDTV Standard](#)

Together with Sony

Microsoft together with Sony were celebrated for their contributions to the High Profile of H.264/MPEG-4AVC standard that directly impacts the quality of the HDTV video signal, both in terms of storage but also of its delivery. The two companies are among the members of the Joint Video Team Committee, which received the 2008 Primetime Emmy Engineering Award from the Academy of Television Arts & Sciences. "This award from the Academy of Television Arts & Sciences recognizes a broad and collaborative effort that has yielded significant technical achievements in entertainment technology," said Gary Sullivan, video architect at Microsoft. "The work done by Sony and Microsoft is incorporated into the H.264/AVC video coding technology. In fact, H.264/AVC supports High Definition images because of the standard specification that the two companies helped evolve. The fruits of the work poured into High Profile of H.264/MPEG-4AVC can be enjoyed by consumers via high definition video served not only through Internet Protocol television (IPTV), but also through mobile devices, satellite, broadcast and cable T.V., and even on Blu-ray Discs. Sullivan, also a chairman of the Joint Video Team Standards Committee, added that "considering the extensive historical development of the H.264/MPEG-4 AVC High Profile specification, many more than the nine named companies deserve credit for their contributions to this standard and its resulting applications. However, Sony and the other recognized companies were certainly key contributors to the development of the standard, and should be applauded for their contributions." Teruhiko Suzuki, Distinguished Engineer at Sony Corporation, indicated that the H.264/MPEG-4 AVC standard is an indispensable part of the infrastructure making up the HDTV universe. "The achievement of the JVT work is outstanding and well deserved of a Primetime Emmy Engineering Award. We would like to congratulate all JVT members for this notable accomplishment," Suzuki said.