



**60<sup>TH</sup> ANNUAL TECHNOLOGY & ENGINEERING  
EMMY® AWARDS  
PRESENTED AT THE INTERNATIONAL CONSUMER ELECTRONICS SHOW  
IN LAS VEGAS**

Ivan G. Seidenberg, CEO of Verizon receives Lifetime Achievement Award

New York, N. Y. – January 7<sup>th</sup>, 2009 -- The National Academy of Television Arts & Sciences (NATAS) presented the 60th Annual Technology & Engineering Emmy® Awards last night to a sold-out crowd of industry executives and innovators at the 2009 International Consumer Electronics Show in Las Vegas.

Launched in 1948, The Technology and Engineering Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering.

“These are truly dynamic and exciting times for the television industry, and these Emmy® winners were rewarded for their significant impact in enhancing the consumer viewing experience,” said Peter Price, President/Foundation NATAS. “Of this esteemed group, we are pleased to commend technology and engineering professionals who contribute to the on-going development of television.”

Price went on to introduce Sir Howard Stringer, the Chairman and CEO of the Sony Corporation, “It is an honor and privilege to introduce the man who leads a company that is always on the forefront of innovation in technology, Sir Howard Stringer,” who came to the podium to honor this year’s Lifetime Achievement Award winner, Ivan G. Seidenberg, Chairman and Chief Executive Officer of Verizon Communications Inc.

“I would like to thank the Academy for this great honor,” said Seidenberg. “Gee, I always wanted to say that! But it is a great honor and I thank Peter Price, the National Academy of Television Arts and Sciences and the Academy’s Engineering Committee for choosing myself and Verizon as this year’s recipient of the Lifetime Achievement Award.”

Under Seidenberg’s leadership, Verizon has become a premier network company, providing customers with the most advanced broadband performance. Seidenberg helped form Verizon through a number of mergers and acquisitions, including Bell Atlantic and

NYNEX (1997), GTE (2000) and MCI (2006). He also helped create what is now Verizon Wireless in 1999 by bringing together the assets of Bell Atlantic Mobile, GTE Wireless and the U.S. properties of Vodafone AirTouch. “Verizon is, above all, a network company,” Seidenberg said. “We’ve staked our future on the power of networks – fiber, wireless and global IP – to expand markets, stimulate innovation and help us compete and grow. The benefits of our investment in innovation can be felt across all sectors of the communications, information and entertainment industry. And the really great news is that we are just at the beginning of this innovation curve.”

In addition, Emmy® Awards, chosen by the Academy’s Engineering Achievement committee, honoring innovations such as HDMI and High Definition Television were presented by an illustrious group of industry leaders.

Thomson Grass Valley, joined by media sponsor Broadcasting & Cable Magazine were the official sponsors of this year’s event.

A list of honorees for the 60th Annual Technology & Engineering Emmy Awards follows and is also available on the National Television Academy’s website at [www.emmyonline.tv](http://www.emmyonline.tv).

- In the Serial Interface and Protocols for Server/VTR control: Harris Corporation and Sony.
- The Delivery Confirmation Systems: XOrbit and Scripps Networks.
- Development and Standardization of File Formats for Video and Audio: The Society of Motion Picture and Television Engineers (SMPTE) and Thomson Grass Valley.
- For Pioneering Development of MPEG-4 AVC systems for HDTV: Tandberg Television and DirecTV.
- For Pioneering RF Combiners for Adjacent Channels on Common Antenna Systems: Harris, Micro Communications Inc. (MCI) and Radio Frequency Systems (RFS).
- For ongoing live global HD Cinemacasting: The Metropolitan Opera Association.
- Lauded for their work in developing HDMI: Silicon Image, Thomson, Toshiba, Sony, Matsushita, Hitachi, Philips, Molex, Japan Aviation Electronics (JAE) and Intel.
- Cited for helping with the Standardization of the ATSC Digital System: The Advisory Committee on Advanced Television Service, the Advanced Television System Committee, the Advanced Television Test Center and the Advanced Television Evaluation Laboratory.
- Innovation in the MPEG-4 AVC Standard: Video Coding Expert Group (VCEG) and Moving Picture Experts Group (MPEG).

## **About The National Academy of Television Arts & Sciences**

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Regional Emmy® Awards are given in 19 regions across the United States. NATAS also presents the Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at [www.emmyonline.tv](http://www.emmyonline.tv)

For more information, please contact: Paul Pillitteri, Communications – 212-586-8424