



**THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE NOMINEES FOR THE  
ADVANCED MEDIA TECHNOLOGY EMMY AWARDS**

**Awards To Be Presented as Part of the 57<sup>th</sup> Annual Technology & Engineering Emmy Awards**

NEW YORK, NY – July 15<sup>th</sup>, 2005: The National Television Academy announced today the nominees for the **Advanced Media Technology Emmy Awards** which will be presented as part of the annual **Technology & Engineering Emmy Awards**. The ceremony will take place at the Bristol-Myers Squibb Headquarters in Princeton, New Jersey on September 29<sup>th</sup>.

This is the third year that the Academy has honored the work being done in Interactive Television, New Media and related programming and technology.

“This year’s nominees represent the finest work done in Advanced Media,” says Shelly Palmer, Chairman of the Advanced Media Technology Emmy Awards. “The quality, ingenuity and pure creativity of the nominated work clearly demonstrates the contributions that these extraordinary individuals have made to the industry. It is a wonderful time of transition for the television industry as these new, advanced technologies continue to redefine and enhance how we experience and consume media. Now, more than ever the medium is the message.”

The nominees for Outstanding Achievement in **Advanced Media Technology for the Enhancement of Original Television Content** are:

- **The DirecTV Sports Mix - DirecTV**
- **TOURCast – PGATour.com**
- **2005 TV Land Awards, All Access Pass – TV Land, Nick at Nite and Zetools**

The nominees for Outstanding Achievement in **Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content** are:

- **Codename: Kids Next Door – Operation: B.E.S.T. – Cartoon Network**
- **The DirecTV Interactive Service - DirecTV**
- **ImageGuide/www.living.com – EAT.tv, LLC/Scripps Networks**
- **Free On Demand - Comcast**

The nominees for Outstanding Achievement in **Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms** are:

- **Moxi Media Center: New Features for 2005 - Digeo**
- **NewTek TriCaster – NewTek**
- **Election 2004 Coverage – Echostar/DISH Network**

In addition, the Academy will also bestow, for the first time, a lifetime achievement award in Technology and Engineering to the original inventors of the videotape recorder, Charlie Ginsburg, Ray Dolby, Alex Maxey, Charlie Anderson, Fred Pfof and Shelby Henderson.

The six men, all then working for Ampex Corporation, introduced the VTR-1000, (later named the Ampex Mark IV) the first practical videotape recorder, to the world on March 14, 1956 at the National Association of Radio and Television. CBS went on air with the first videotape delayed broadcast, *Douglas Edwards and The News*, on November 30, 1956, from Los Angeles, California, using the Ampex Mark IV.

“The invention of videotape represented a fundamental shift in technology and laid the cornerstone for the avalanche of choice, service and diversity that is the modern media landscape,” said Charles Jablonski, Chairman NATAS Engineering and Technology Awards Committee. “The Academy’s recognition of this innovation, and the visionaries that made it possible, is well deserved.”

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The National Academy of Television Arts & Sciences, whose mission is to recognize excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in Sports, News/Documentary, Daytime, Technology, and Public/Community Service. Regional Emmys are given in nineteen regions across the United States. Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public. For more information, please visit the website at [www.emmyonline.tv](http://www.emmyonline.tv).

**MEDIA CONTACT:**

**Sheryl Katz**  
Communications, Director, NATAS  
[skatz@emmyonline.tv](mailto:skatz@emmyonline.tv)  
212.586.8424 – ext. 236

**AWARDS CONTACTS:**

**Steve Rogers**  
Awards Manager  
[srogers@emmyonline.tv](mailto:srogers@emmyonline.tv)  
212.586.8426 – ext. 233

**Cheryl Burke**  
Awards Manager  
[cburke@emmyonline.tv](mailto:cburke@emmyonline.tv)  
212.586.8426 – ext. 235