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**NATIONAL
TELEVISION
ACADEMY**

**THE NATIONAL TELEVISION ACADEMY
ANNOUNCES THE WINNERS OF THE 2004 TECHNOLOGY & ENGINEERING EMMY
AWARDS AND THE ADVANCED MEDIA TECHNOLOGY EMMY AWARDS**

New York, November 15th, 2004 – The National Television Academy announced the winners of the 2004 Technology and Engineering Emmy Awards and the Advanced Media Technology Emmy Awards during a black-tie dinner ceremony at the Marriott Marquis Hotel in New York City. Portions of the ceremony will be broadcast on “Pulse,” the G4techTV cable network news program, during the week of November 29th. It is the first time the event will be telecast.

The Technology & Engineering Emmy Awards honor excellence in development and innovation in broadcast technology. Launched in 1948, the annual event recognizes companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering. The Advanced Media Technology Emmy Awards, with two new categories, were created to recognize work being done in Interactive Television, New Media and related programming and technology.

“Our long tradition of recognizing technology in television honors both the science of the medium as well as the applications which are now expanding the universe of our profession,” said Peter O. Price, President of the National Television Academy.

Eight Emmys were awarded for Outstanding Achievement in Technology and Engineering in the following categories:

Development of Direct View Liquid Crystal Display Screens:

Sharp

Development of UHP Lamps:

Philips

Pioneering efforts in the invention of the Telestrator:

Len Reiffel

Pioneering Efforts in the Development of Spot Beam Satellites for Distribution of Local Broadcast Channels Directly to Home Receivers:

Echostar

DirecTV

Development, productization, and commercialization of video server technology leading to large scale VOD implementations:

NCube

Concurrent

SeaChange

Four Emmys were awarded in the Advanced Media Technology categories. This is the second year that the Academy has honored achievements in Advanced Media. The AMT categories expanded this year to include Non-Synchronous Enhancement of Original Television Content and the Creation of Video Games.

“The extraordinary quality of the nominated work is a clear indication that advanced media is coming of age,” said Shelly Palmer, Chairman of the Advanced Media Technology Emmy Awards Committee. “NATAS has taken a leadership role honoring excellence and promoting 'best practices' in this, the fastest growing sector of the television industry.”

The winners were compiled by the independent accountancy firm of Lutz and Carr, LLP, and are as follows:

The Emmy for **Outstanding Achievement in Advanced Media Technology for the Enhancement of Original Television Content** was presented to:

DIRECTV NFL Sunday Ticket Enhanced Service
DirectTV

The Emmy for **Outstanding Achievement in Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content** was presented to:

Showtime Interactive
Showtime Networks

The Emmy for **Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms** was presented to:

Moxi Media Center
Charter Communications, Inc.
Adelphia

The Emmy for **Outstanding Achievement in Advanced Media Technology for the Creation of Video Games** was presented to:

Jetix Cards Live! Enhanced TV
ABC Family
Toon Disney

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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.com.

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