



**NATIONAL  
TELEVISION  
ACADEMY**

**NATIONAL TELEVISION ACADEMY ANNOUNCES NOMINEES,  
WINNERS OF TECHNOLOGY & ENGINEERING EMMY AWARDS**

**58<sup>th</sup> Annual Technology & Engineering Emmy Awards To Be Presented  
At the Consumer Electronics Show on January 8, 2007**

**DIRECTV's Eddy Hartenstein To Receive Lifetime Achievement  
Award**

New York, N.Y. – November 2, 2006 – The National Academy of Television Arts & Sciences today announced the winners of its Science, Technology & Engineering Emmy<sup>®</sup> Awards for Broadcast Television as well as nominations for its Science, Technology & Engineering Emmy Awards for Broadband and Personal Television categories at a breakfast, co-sponsored with *Television Week* at New York City's Union Square Ballroom. In addition, it was announced that Eddy Hartenstein, former Vice Chairman, The DIRECTV Group, Inc., will receive the Lifetime Achievement Award in Technology & Engineering during the 58<sup>th</sup> Annual Technology & Engineering Emmy Awards.

The awards will be presented at the opening evening event of the Consumer Electronics Show (CES) on Monday, January 8, 2007. CES, the world's largest consumer technology tradeshow, will be held in Las Vegas, January 8-11, 2007 and will celebrate the show's 40th anniversary.

The Technology & Engineering Emmy Awards honor achievements in two areas: Science, Engineering & Technology for Broadcast Television, which includes broadcast, cable and satellite distribution, and secondly, Science, Engineering and Technology for Broadband and Personal Television, encompassing interactive television, gaming technology, and for the first time, the Internet, cell phones, private networks, and personal media players. In addition, for the first time, Emmy Awards will be presented for Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of Personal Media Display and Presentation Technology and for Best Use by Commercials in Creation and Use in Non Traditional Platforms and Technologies.

“This is a truly dynamic time for television industry, and we are recognizing the significant contributions made by technology and engineering professionals in enhancing and redefining the consumers' experiences with the media,” said Peter Price, President/CEO, National Television Academy. “This year, we are particularly pleased to commend those who are contributing to the technical development of *television anytime, anywhere* through the advancement of broadband and portable delivery platforms.”

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Price also noted, “This Lifetime Achievement Award recognizes Eddy Hartenstein’s distinguished career, building DIRECTV from its inception into a world class provider of digital television entertainment as well as directing Hughes Communications’ expansion in commercial satellites supporting the broadcast and cable industries. Eddy’s extraordinary vision and leadership put him at the forefront of the digital revolution and the direct-to-home entertainment industry, and the National Television Academy is pleased to present him with this Emmy Award at the 2007 CES.”

Prior to Hartenstein’s position as Vice Chairman of The DIRECTV Group, he was Chairman and CEO of DIRECTV, Inc., where he was responsible for the strategic planning of DIRECTV, the nation’s leading digital multichannel television service. Hartenstein, who formerly was President of DIRECTV, headed it since its inception in 1990. He assembled the DIRECTV management team and guided its strategic efforts to develop the business infrastructure necessary to launch the United States' premier direct-to-home entertainment distribution service.

From 1987 through 1990, Hartenstein was Senior Vice President of Hughes Communications, Inc. In that capacity, he was responsible for expanding Hughes' acquisition and deployment of commercial communications satellites. Earlier, Hartenstein served as President of Equatorial Communications Services Company in Mountain View, Calif., providing nationwide telephony and data distribution services for a variety of Fortune 100 companies.

Prior to joining Equatorial, Hartenstein was Vice President of Hughes Communications, from 1981 to 1984. In that position, he directed the marketing and development of the original Galaxy satellite fleet, serving the broadcast television and cable programming industries. Hartenstein joined Hughes Aircraft Company in 1972. Before transferring to Hughes Communications in 1981, he held a succession of engineering, operations, and program management positions at Hughes Space and Communications Company and NASA's Jet Propulsion Laboratory.

## **Technology & Engineering Emmy Awards Science, Engineering & Technology Awards for Broadcast Television**

The National Television Academy will also present Emmy Awards for Technology & Engineering in for six achievements, selected by a panel of industry experts. These honorees will receive their Emmy Awards at the Technology & Engineering Emmy Awards ceremony at CES on January 8, 2007.

The Emmy Award for **Pioneering Development of On Screen Display (OSD) for Setup, Control and Configuration of Consumer Television Equipment:**

- **RCA-TTE**

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The Emmy Award for **Streaming Media Architectures and Components:**

- **Microsoft**
- **Adobe Systems Inc.**
- **RealNetworks**
- **Apple Computer, Inc.**

The Emmy Award for **Pioneering Development for Combining Multiple Transport Streams Which Are Already Encoded, Using Rate-Shaping and Statistical Remultiplexing:**

- **Terayon Communication Systems, Inc**

The Emmy Award for **Development and Implementation of Automatically Assembled Dynamic Customized TV Advertising:**

- **Visible World**
- **The Weather Channel**

The Emmy Award for **Technology Advances in Serial Digital Interface Solutions, Enabling Over 20 Years of Seamless Studio and Broadcast Infrastructure migration:**

- **Gennum Corporation**

The Emmy Award for **Privately Owned and Operated International Satellite Company Primarily for International Video Services:**

- **Rene Anselmo, PanAmSat**

### **Technology & Engineering Emmy Awards Nominations for Science, Engineering & Technology Awards for Broadband & Personal Television**

The National Television Academy announced the nominations in seven Science, Technology & Engineering for Broadband & Personal Television categories, which are selected by a panel of judges from entries submitted by their originators. The seven categories include nominations in the areas of interactive television, On Demand television, the Internet, and personal media display and presentation technology. The winners will be announced at CES on January 8, 2007.

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

- **DirecTV Interactive Sports – DirecTV**
- **HSN Shop by Remote – HSN**
- **NBC Olympics Now – BIAP Systems, Inc.**

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

- **CNN Enhanced – CNN**
- **Fantasy Football Tracker – BIAP Systems, Inc.**
- **Passions Vendetta – NBC.com**
- **Sopranos: Crime. Organized – Deep Focus/HBO**
- **The Cultivated Life: Thomas Jefferson & Wine – NetBlender**
- **The N’s Video Mixer – The N / <http://www.the-n.com>**

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

- **Entriq, Inc. Mobile Technology – Entriq, Inc.**
- **Switched Broadcast is Transforming TV – BigBand Networks**
- **The Slingbox – Sling Media, Inc.**
- **Vid-Wave – Boxx Communications**

The nominees for **Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of Personal Media Display and Presentation Technology** are:

- **Screen 3 – Motorola**
- **Sectional Navigation Architecture – GoTV Networks**
- **Xross Media Bar Graphic User Interface for PSP – SONY Computer Entertainment, Inc.**

The nominees for **Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of “On Demand” Technology Over Private (closed) Networks** are:

- **Guided TV : ABC On Demand – Disney – ABC Television Group**
- **Moxi Adelphie On Demand Browser – Digeo**
- **Time Warner Cable’s Start Over – Time Warner Cable, Concurrent Computer Corp., Big Band Networks, Harmonic, and Scientific Atlanta**

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The nominees for **Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of “On Demand” Technology Over the Public (open) Internet** are:

- **ABC.com Full Episode Streaming Player – Disney – ABC Television Group**
- **AOL Music’s Top 11 Countdown Show – AOL, LLC**
- **GameTap – Turner Broadcasting**
- **Revver.com – Revver**
- **Stim TV – NPOWR**
- **VONGO Video Downlaod Service – Starz Entertainment**

The nominees for **Outstanding Innovation and Achievement in Advanced Media Technology for Best Use by Commercials in Creation and Use in Non Traditional Platforms and Technologies** are:

- **ABC.com Full Episode Streaming Player – Disney-ABC Television Group**
- **Ravenstoke – Turner Broadcasting Systems, Inc.**
- **TiVo Interactive Advertising Platform – TiVo Inc.**

The National Television Academy 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, Creative Arts, Public & Community Service, Technology & Engineering and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, the National Television Academy 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).

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