



**NATIONAL TELEVISION ACADEMY ANNOUNCES  
EMMY WINNING ACHIEVEMENTS:  
HONORS BESTOWED AT 58<sup>th</sup> ANNUAL TECHNOLOGY  
& ENGINEERING EMMY AWARDS**

**DIRECTV's Eddy Hartenstein Receives Lifetime Achievement Award**

LAS VEGAS, NEVADA – January 8, 2007– The National Academy of Television Arts & Sciences today announced the winners of its 58<sup>th</sup> Annual Technology & Engineering Emmy Awards. The event, which took place at the Venetian Hotel in Las Vegas, marks the first time the annual Award show was held at International CES, the world's largest consumer technology tradeshow. Ceremony highlights included the presentation of the Lifetime Achievement Award in Technology & Engineering to Eddy Hartenstein, former Vice Chairman of the DIRECTV Group, Inc. for his role in building DIRECTV from its inception into a world class provider of digital television.

“These are truly dynamic and exciting times for the television industry, and tonight’s Emmy winners were rewarded for their significant impact in enhancing the consumer viewing experience,” said Peter Price, President/CEO, National Television Academy. “Of this esteemed group, we are pleased to commend technology and engineering professionals who contribute to the development of television through the advancement of broadband and portable delivery platforms.”

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, the Internet, cell phones, private networks, and personal media players. In addition, Emmy Awards were 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 Media.

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

The National Television Academy presented Emmy Awards for Technology & Engineering for six achievements, selected by a panel of industry experts.

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

- **RCA-TTE**

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

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

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

- **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**

## **Science, Engineering & Technology Awards for Digital Television**

The National Television Academy also announced Emmy winners in seven Science, Technology & Engineering for Digital Television categories. The seven categories included nominations in the areas of interactive television, On Demand television, the Internet, and personal media display and presentation technology.

The Emmy Award for **Outstanding Achievement in Advanced Media Technology for the Synchronous Enhancement of Original Television Content**

- **DirecTV Interactive Sports – DirecTV**

The Emmy Award for **Outstanding Achievement in Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content**

- **The-N.com Video Mixer – The N**

The Emmy Award for **Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms**

- **The Slingbox – Sling Media**

The Emmy Award for **Outstanding Innovation and Achievement in Advanced Media Technology for the Best Use of Personal Media Display and Presentation Technology**

- **Xross Media Bar – Sony Computer Entertainment**

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

- **Time Warner Cable’s Start Over – Time Warner Cable, Concurrent Computer Corp., Big Band Networks, Harmonic Inc., Scientific Atlanta.**

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

- **Stim TV – NPOWR**

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

- **TiVo Interactive Advertising Platform – TiVo Inc.**

The Emmy Award for **Peripheral Development and Technological Impact of Video Game Controllers**

- **Nintendo**
- **Sony Computer Entertainment America, for the Dual Shock Analog Controller.**

The Emmy Award for **Development of 3D Software Engines**

- **John Carmack**
- **id Software**

The Emmy Award for **Pioneering Work in Near and Real-Time Fully Programmable Shading Via Modern Graphics Processors**

- **Microsoft**
- **AMD**
- **NVIDIA Corporation**

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 Entertainment, **Daytime Creative Arts and Entertainment**, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Beginning in 2006, The National Television Academy began recognizing programming produced for the Internet, cellphones, and portable media players with its new Broadband Emmy Award for Outstanding Achievement in Content for Broadband and Portable Delivery. 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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