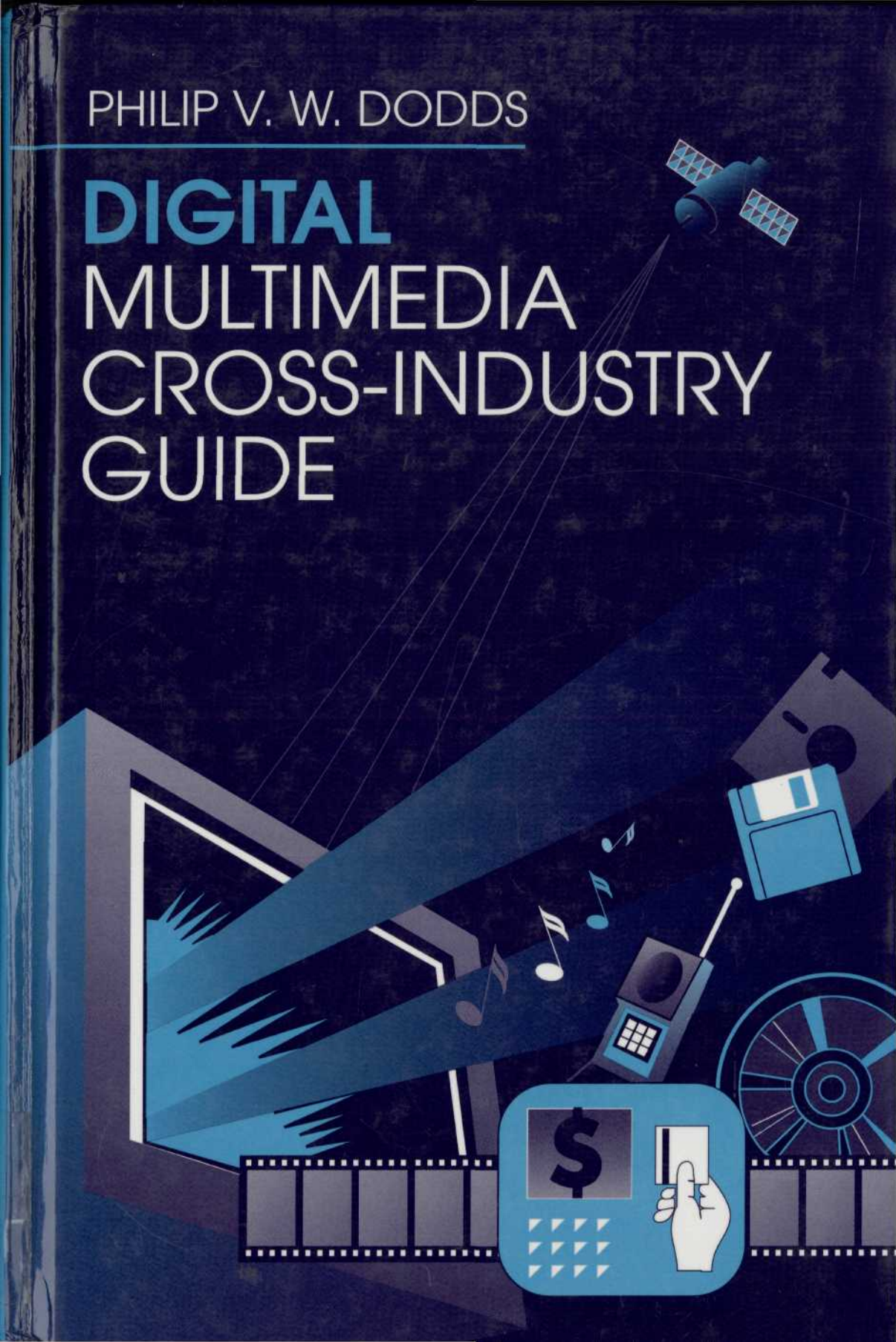


PHILIP V. W. DODDS

DIGITAL MULTIMEDIA CROSS-INDUSTRY GUIDE



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Summary of Multimedia Related Organizations

The following table lists many of the numerous organizations that are active to some degree in multimedia related businesses or technologies. Many of these groups are organized to represent vertical industry interests. Some provide individual membership activities while others serve primarily corporate interests. Still others operate as open standards groups. Since organizations change and evolve rapidly, contact them directly for up-to-date information.

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
AIMIA	Australian Interactive Multimedia Industry Association	Individual & Corporate	Chartered to promote the growth of Multimedia in Australia and Southeast Asia and to coordinate with the Australian Government on multimedia related projects.	Relatively new organization	Scarborough, Western Australia, Australia	P: 61 9 383-4695 F: 61 9 383-2707
BIMA	British Interactive Multimedia Association	Corporate	Representative body for the British interactive multimedia industry. Covers all markets for multimedia.	Historically focused on Videodisc based applications for corporate training & sales	London	P: 44 733 245700 F: 44 733 240020
COS	Corporation for Open Systems	Corporate	Created to serve as the entity through which industry could convene to work the technical and programmatic issues that required common, agreed-to industry specifications.	Primarily U.S.-based Telecommunications service or equipment providers	Fairfax, VA.	P: 703 205-2760 F: 703 846-8590
DAVIC	Digital Audio Video Council	Corporate	Purpose is the promotion of the success of emerging digital audio-visual applications and services. Plans to accelerate the establishment of standards for video on demand type services.	Strong participation by international telecommunications service and equipment providers	Torino, ITALY	P: +39 11 228 6120 F: +39 11 228 6299
DSM-CC	Digital Storage Media Command and Control	Corporate	The DSM-CC Extension is specified in part 6 of the ISO/IEC 13818 (MPEG-2) standards. It specifies protocols for supporting multimedia applications, such as video-on-demand, on MPEG systems that are deployed in diverse and heterogeneous network environments.	This group is producing detailed and highly technical specifications for multimedia network protocols	(ISO - International)	Chairman: Chris Adams P: 408 944 6409

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
EFF	Electronic Frontier Foundation	Corporate & Individual	Mission is to ensure that the new information infrastructure emerging from the convergence of telephone, cable, broadcast, and other communications technologies enhances free speech and privacy rights, and is open and accessible to all segments of society.	Strong populist Internet history and perspective; historically very active on policy issues on Capitol Hill.	Washington, DC	P: 202 347-5400
EIA	Electronic Industries Association	Corporate	Primary consumer electronics manufacturers and retailer trade group with strong policy and technical activities. Operates the CES exhibition. Has helped to develop a draft analog set-top decoder interface standard.	Has historically played key role in establishing television receiver standards together with NAB & FCC	Washington, DC	202 457-8700 202 457-4985
EMF	European Multimedia Forum	Corporate	A non-governmental organization, representing all parties involved in the multimedia community who share a common interest in the successful production, delivery, and use of multimedia technology and services in Europe.	Has strong support of the European Commission. Has similar agenda to US IMA but focused on Europe	Brussels, Belgium	P: +32 2 219 0305 F: +32 2 219 3215
ICIA	International Communications Industries Association	Corporate & Individual	Specialized Washington networking, professional training and development, annual convention, publications and information library, government relations, market research.	Founded in 1939; historical focus on audio visual communications	Fairfax, VA	P: 703 273-7200 F: 703 278-8082

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
IDSA	Interactive Digital Software Association	Corporate	First organization dedicated to meeting the needs of the interactive entertainment industry. Represents interactive entertainment software publishers, including cartridge, video game CD, PC-CD, and floppy disk platforms.	Founding companies are mostly cartridge-based video game companies. Established in 1994.	Washington, DC	P: 202 833-4372 F: 202 833-4431
IEEE	The Institute of Electrical and Electronics Engineers	Individual	World's leading organization of electrical engineer professionals offering publications, meetings, and technical and educational activities for computer scientists and engineers. Promotes information exchange.	Professional society with strong technical and academic focus and representation	Washington, DC	P: 202 371-0101 F: 202 728-9614 "Information Line" recording 202 785-2180
IIA	Information Industry Association	Corporate & Individual	The IIA provides a forum for networking education and government relations activities supporting the needs of content, technology, and communications companies.	Strong focus on CD-ROM based delivery of information and data	Washington, DC	P: 202 639-8262 F: 202 638-4403
IICS	International Interactive Communications Society	Individual & Corporate	Professional organization of the technologies community. IICS provides a forum to share ideas, applications, and techniques for the effective use of interactive multimedia.	Caters to regional communities of interest through local chapters; majority of members participate as individuals	Beaverton, OR	P: 503 579-IICS F: 503 579-6272

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
IMA	Interactive Multimedia Association	Corporate	Mission: To promote the development of interactive multimedia applications and reduce barriers to the widespread use of mm technology. Compatibility project, Intellectual property project, IMA Convergence Forum.	Strong technical and policy focus. Designed to provide a cross-industry forum with participation from various multimedia related industries.	Annapolis, MD	P: 410 626-1380 F: 410 263-0590 Fax info. (call from fax handset): 410 268 2100
IMDA	Interactive Multimedia Development Association (Canada)	Individual	To assist content developers in developments and marketing, provide a communications network, educate the public community, be a clearing house for information.	Strong (Canadian) multimedia developer focus.	Ontario, Canada	P: 418 325 8892 F: 418 325 8885
ISA	Interactive Services Association	Corporate	Only national organization solely devoted to the promotion and development of telecommunications-based interactive services in North America.	Strong on-line service orientation and interest	Silver Spring, MD	P: 301 495 4955 F: 301 495 4959
ITVA	International Television Association	Individual & Corporate	Mission is to serve the needs and interests of its members, to advance the video profession, and to promote the growth and quality of video and related media.	Video production and corporate video focus.	Irving, TX	P: 214 869-1112 F: 214 869-2980
MDG	Multimedia Developers Group	Individual & Corporate	The MDG's mission is to help emerging multimedia software companies become commercially viable by facilitating communication between the parties who develop, fund, service, sell, or regulate multimedia titles.	Membership focused in the San Francisco area; focus is on title developers (e.g., CD-ROM)	San Francisco, CA	P: 415 553-2300 F: 415 533-2403

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
MMA	MIDI Manufactures Association	Corporate	The MMA is a trade association that represents hardware and software companies with an investment in MIDI technology. Provides a forum for discussion of implementation and enhancements to MIDI.	Creators and sole caretakers of the MIDI (Musical Instrument Digital Interface) standard and its derivatives.	La Habra, CA	P: 301 947-4569 F: 301 947-4569
MMA	(Japanese) MultiMedia Association	Corporate	Objectives are to establish an infrastructure for the multimedia industry, to promote its advanced usage and to create prosperous society with multimedia.	Japanese Government (MITI) supported group; significant software research focus.	Tokyo, Japan	P: 03 (3506) 1701-5 F: 03 (3506) 1739
MMCF	Multimedia Communications Forum	Corporate	MMCF is a non-profit organization devoted to accelerating multimedia network applications and to developing the recommended standards where needed and influencing present standards and necessary changes and to provide end user satisfaction and quality of service.	Strong data networking & telecommunications influence.	Vancouver, Canada	P: 604 527-1004
NAB	National Association of Broadcasters	Corporate	Serves and represents radio and television broadcast stations and networks, including their development and use of new technologies. Co-sponsors NAB Multimedia World Conference with IMA.	Represents television broadcast station owners' interests; strong policy and engineering history	Washington, DC	P: 202 429-4300 F: 202 429-5406

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
NAMM	National Association of Music Merchants	Corporate	NAMM serves the industry by providing professional development programs; organizing trade shows and coordinating market development efforts aimed at unifying and strengthening the music products industry and increasing the number of active music makers.	Serves musical instrument dealers and manufacturers.	Carlsbad, CA	P: 619 438-8001
NCGA	National Computer Graphics Association	Corporate & Individual	A non-profit organization of individuals and major corporations dedicated to developing and promoting the computer graphics industry and to improving computer graphics applications in business, industry, government, science, and the arts.	Strong CAD/CAM and industrial design focus and history	Fairfax, VA	P: 703 698-9600 F: 703 560-2752
NCTA	National Cable Television Association	Corporate	The NCTA is the cable industry's major trade association. Its primary mission is to provide its members with strong national presence by providing a single, unified voice on issues affecting the cable industry.	Serves the interests of cable operators; strong legal and policy focus.	Washington, DC	202 775-3550
NMAA	National Multimedia Association of America	Individual & Corporate	Goal is to improve it's members knowledge and abilities while promoting and developing new markets and uses for multimedia applications.	Established in 1994; member benefits aimed at individual members	College Park, MD	P: 800 214-9531

Name	Full Name	Principal Membership	Description/Mission	Comments	Location	Contact Information
SALT	Society for Applied Learning Technology	Individual & Corporate	SALT provides a means to enhance knowledge and job performance of an individual by participating in Society sponsored meetings, and through receiving Society publications.	Professional Society for educators and trainers with an interest in computer based learning	Warrenton, VA	P: 703 347-0055 F: 703 349-3169
SMPTE	Society of Motion Picture and Television Engineers	Individual & Corporate	Disseminates technical information and provides a forum for the standardization of equipment, materials, and practices used in the industry. Membership.	Highly technical professional society with focus on film and TV technologies	White Plains, NY	P: 914 761-1100 F: 914 761-3115
SPA	Software Publishers Association	Corporate	International trade association for the personal computer software industry.	Focused on PC-based software companies with strong anti-piracy activities	Washington, DC	P: 202 452-1600 F: 202 223-8756
USTA	U.S. Telephone Association	Corporate	Lobbyist for local telephone services	US telecommunications companies	Washington, DC	P: 202 326-7300
VESA	Video Electronics Standards Association	Corporate	VESA sets and supports industry-wide video graphics standards for the benefit of end-users. Aims to reduce incompatibility among graphics boards, monitors, and software and, more recently, TV set-top devices (VOST)	Focuses primarily on PC related hardware standards (historically on graphics hardware).	San Jose, CA	P: 408 435-0333 F: 408 435 8225