

PRESS RELEASE

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Motion picture expert Dr. Siegfried Foessel named honorary professor at the University of Television and Film Munich

Munich: Media digitalization is his business. Dr. Siegfried Foessel is Head of the Moving Picture Technology department at the Fraunhofer Institute for Integrated Circuits IIS, and he shares his expertise with students at the University of Television and Film Munich (HFF). Now, HFF has made the motion picture expert an honorary professor. It will be his responsibility to integrate advances in technology into the curriculum.

Dr. Siegfried Foessel is Chair of the German TV and Film Technology Society (FKTG) and Chair in various standardization work groups like ISO and DIN. Since October 2018, he has also served as Head of the Technology department at HFF in Munich. For Siegfried Foessel it is important to give his students the benefit of his many years of international experience and expertise in digital cinema, video coding and AI-supported media workflows to prepare them for working with new media technologies.

“I think it’s essential that student filmmakers should also be given the knowledge that will ideally put creativity and technology on equal footing as they compete to produce the best films,” Foessel says. “The only way to generate good content is to know the requirements, possibilities and limitations of both disciplines.”

As FKTG Chair, fellow of SMPTE and senior member of IEEE, Foessel sees himself as driving innovator within the sector, collaborating with media companies to make the industry fit for the future. Now that HFF has also been successful in the statewide competition to secure an AI professorship, Foessel is setting his sights firmly on maintaining and developing the media landscape in Bavaria and Germany, including in the international arena.

“Especially in times of rapid change within the film and media sector, HFF needs to keep its trained and exacting eye open to new developments that we can integrate into our curriculum,” says HFF President Prof. Bettina Reitz. “Naming Dr. Foessel as an honorary professor promises to help us do just that.”

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About Fraunhofer IIS

Fraunhofer IIS, based in Erlangen, Germany, is the largest institute within Fraunhofer-Gesellschaft, Europe's leading application-oriented research organization.

For over 30 years, the institute's Audio and Media Technologies division has been shaping the globally deployed standards and technologies in the fields of audio coding and moving picture production. Fraunhofer IIS systems and tools help create, transmit and provide excellent audio and video content as well as enable high-quality real-time communication. Today, almost all computers, mobile phones and consumer electronic devices are equipped with technologies from Erlangen and are used by billions of people around the world every day.

It all started with the creation of mp3, then evolved with the co-development of AAC and HE-AAC. Now the fourth generation of best-in-class audio technologies – MPEG-H Audio, EVS, LC3/LC3plus and xHE-AAC – elevates the media experience to new heights. In terms of audio signal processing, Symphoria and the Sonamic product family provide enveloping and enhanced sound in cars, while the upHear product family dramatically improves 3D audio playback or recording quality of professional and consumer devices. Fraunhofer technologies also power digital radio: first and foremost in the form of the ContentServer, combining audio encoding, multimedia data management and multiplexing. In the field of moving picture technologies, establishing the Digital Cinema Initiative test plan boosted the creation of professional tools for digital film and media production, such as easyDCP, Realception and JPEG XS.

The interdisciplinary team transforms science into best-in-class applications with new functionalities for end users as well as optimum efficiency, reducing transmission costs while increasing reliability. Always taking into account the demands of the market, Fraunhofer IIS develops technology that makes memorable moments.

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