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**Information technology — Multimedia  
application format (MPEG-A) —**

**Part 17:  
Multiple sensorial media application  
format**

*Technologies de l'information — Format pour application multimédia  
(MPEG-A) —*

*Partie 17: Format pour application multimédia sensorielle*





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Published in Switzerland

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## Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 29, *Coding of audio, picture, multimedia and hypermedia information*.

A list of all parts in the ISO/IEC 23000 series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

## Introduction

Along with the sensation associated with the 3D film industry, the development of MulSeMedia (multiple sensorial media), or 4D media, has received much attention from the public. 4D movies generally add sensory effects to 3D and/or IMAX movies, allowing audiences to immerse themselves more deeply in the movie viewing experience. Along with the two human senses of sight and hearing, sensory effects such as wind, vibration, scent and others can stimulate other senses, such as the tactile and olfaction senses.

The multiple sensorial media application format (MSMAF) defines a file format for multiple sensorial media services. It specifies core structures of multiple sensorial media application format being organized by the combination of related information for multiple sensorial media applications.

Services using the MSMAF can be realized in two ways: offline and online. The offline services include DVDs and movie plays in theatres, whereas the online services include streaming services on IP-TV or broadcasting with MPEG-2 transport streams.



# Information technology — Multimedia application format (MPEG-A) —

## Part 17: Multiple sensorial media application format

### 1 Scope

This document specifies a file format which is capable of storage, interchange, management, editing and presentation of multiple sensorial media contents based on the ISO base media file format. The file format provides the overall structure for storing multiple sensorial media contents.

### 2 Normative references

There are no normative references in this document.