

Beyond Television

The Interactive Screen

***Produced by the
Banff Centre for the Arts***

*Media and Visual Arts Department
Box 1020
Banff, Alberta, Canada T0L 0C0
Telephone (403) 762-6260
Fax (403) 762-6665
E-Mail diamond@banffcentre.ab.ca*

BEYOND TELEVISION

The Interactive Screen

JUNE 17TH AND 18TH, 1995

Note: the Saturday keynote speech and all Sunday workshops will take place in the Rice Studio, main floor of the Jeanne and Peter Loughheed Building. Small group discussions will be held in the Rice Studio as well as rooms 204 and 313 in the same building.

Saturday, June 17th: 7:30 p.m. to 9:30 p.m.

KEYNOTE SPEECH: INTERACTIVE NETWORKS

Carol Peters, Chairperson and CEO, daVinci Time & Space

Interactive television is a new medium that many people are talking about but few are actually producing. Even fewer people are watching! Carol will speak about how interactive television was conceived by key players such as Time Warner, Viacom, and US West, as well as the creative and technological developments that will enable this new business to develop. She will also address the roles various participants will play in the evolution of interactive television, with examples including the network builders, the equipment providers, the programmers and, most importantly, the audience. Carol will discuss paths the creative and business communities can follow to become successful players in this new industry.

Sunday, June 18th: 9:00 a.m. to 11:00 a.m.

A CONTENT TOUR OF THE INFORMATION HIGHWAY

Carol Peters, Chairperson and CEO, daVinci Time & Space

John Lowry, CEO, Discis Knowledge Research Inc.

Mark Mullen, Executive Producer, Rocket Science Games Inc.

Michael Nash, President, Inscape

Why are so many multimedia titles boring? Blame market-driven business plans, but understand that interactivity is over-rated. We long for connection and communion in all the culture we experience: the choice to jump from one thing to many others doesn't matter unless the links between those things matter. Even though the playability and participation dynamics are profoundly different in an interactive framework, aesthetic unity and emotional coherence are just as important as they are in a linear form.

development of multimedia as an art form. Stories allow us to make connections and accumulate meanings while becoming immersed in a world. Achieving this kind of experience in a construct that is user-determined, with the depth and dimension to support almost any level of engagement, is the goal of some of the best new CD-ROM titles. In fact, stories will transform CD-ROM games as much as CD-ROM games will transform stories.

Sunday, June 18th, 11:15 a.m. to 1:00 p.m.

PRODUCING MULTIMEDIA

Denis Martineau, Artistic Director, Zone Productions

Television = Computer will be the subject of Denis' presentation. Interactive television is now the object of interest in the telecommunications, publishing, broadcasting, film and computer industries, and also a growing topic for communications scholars, cultural theorists and, above all, artists and creators. However, as we all know, very little attention has yet been paid to questions of content: how to conceive, design and evaluate programming for interactive mass distribution. Without widely-deployed real systems, it is difficult for creators to understand the potential; it is equally difficult for the industry to know what consumers may want to pay for.

However experimental systems have been demonstrated which allow a mass audience to be given a degree of optional interactive control over the same program material. These systems will require new approaches toward the creative challenges of designing and producing multimedia content. But since most current conceptions of new interactive television services emphasize customer addressability to enable individualized pay-per-view services, advertising and business services, less attention has been paid to new services designed to encourage artistic participation. Now it is the time for producers to make an effort to collaborate or to tame the wild world of what could easily become House TV or a parallel economy of production.

Steven Weinstein, VP Product Development, Spectrum HoloByte Inc.

The topic of Steve's presentation is *Star Trek and Top Gun: Fire At Will*. His discussion will include topics such as "Video Meets Game Industry" and how the elements of voice, blue screen, scripts and music scores relate to game production. Other categories of his presentation will include ten things to do in advertising, as well as ten things never to do; how to acquire a script that works interactively; dynamic vs static music scores; and how video integrates into the game plan.

Keith Kocho, President, Digital Renaissance Inc.

LUNCH: 1:00 p.m. to 2:15 p.m.

Sunday, June 18th, 2:15 p.m. to 4:00 p.m.

CASE STUDIES: SUCCESS STORIES

Small group discussions with panelists. Carol Peters, of daVinci Time & Space, will respond to individual proposals.

Sunday, June 18th, 4:15 p.m. to 6 p.m.

SAMPLING THE CANADIAN CONTEXT

Michael McHale, Manager, New Media, Citytv

Michael's presentation will examine three main subject areas. The first is CityInteractive and the Information Superhighway, which will include a look at Citytv's mission statement and the reasons for its creation. The second will include a summary of what Citytv has achieved to date in the fields of on-line publishing, CD-ROMs and interactive television, and the third is an overview of where the digital revolution is leading Citytv in the future.

Ted East, VP Alliance Classics, Alliance Communications

Ted will discuss the current situation and future of distribution. Subjects will include how the new media will affect the process of distribution; new products; entertainment vs information; information overload; and the generation split. He will also describe the situation today with regard to CD-ROM vs the Internet, and traditional forms of entertainment (feature films, television programming), including loss of market share.

Ruth D'Souza, Director, Business Development, Interactive TV, Rogers Cablesystems Ltd.

A growing number of convergence industry software and hardware companies are evangelizing the notion that 'anything, anytime, anywhere' will soon be a reality in consumers' homes.

What is convergence? It is a phenomenon affecting the content, communications and computing industries. As boundaries between these previously separate industries become blurred, the outcome will be far reaching.

Products and services that will be offered through the interactive broadband network will change the way we work, live, play and think. If it lives up to its potential, the future will offer a world of enhanced capabilities. The next generation will be more adept at and at ease with the technology of interactivity.

The best way to understand what convergence means and its implications, is to consider the new products and services that will be offered over the broadband cable network to the home. This presentation will give a glimpse of the products and services that will be made possible in the near future and how it will affect the content, communications and computing industries.

Eva Innes, VP Communications, Media Linx Interactive Inc.

Sunday, June 18th, 6:00 p.m. to 8:00 p.m.

CLOSING SNACKS AND BAR AT THE WALTER PHILLIPS GALLERY

Tour of the multimedia exhibition, *Call of The Wild*.

SARA DIAMOND

Producer of *Beyond Television*
Artistic Director, Media and Visual Arts
The Banff Centre for the Arts



Photo by Donald Lee, Banff Centre

Sara is a television producer/director, video artist, curator, critic, teacher and artistic director who has represented Canada at home and internationally for many years. She was appointed artistic director of Media and Visual Arts at The Banff Centre in 1994, and continues there as executive producer of television.

Her television productions include *The Lull Before the Storm*, a four part series using fictional and documentary strategies, exploring the history of Canadian women during and after WW II, and

On To Ottawa, a re-examination of the 1935 trek to Ottawa by Canada's unemployed.

In 1991, Sara had a retrospective exhibition at the IMAGES Festival in Toronto and, in 1992, was also honoured by a retrospective exhibition and catalogue at the National Gallery of Canada. She represented Canada in the 1992 Biennial in Sydney, Australia, and at the Festival of the Arts in Budapest, Hungary. She has had many solo exhibitions, including *Patternity*, an installation commissioned by the Vancouver Art Gallery, which is now in the permanent collection of the National Gallery. Her tapes have been screened in galleries, festivals, classrooms and community events in Canada, Europe, Britain, the United States, Latin America, Japan, New Zealand and Australia. They have been collected by institutions such as the Art Bank, the Museum of Modern Art, the Walter Phillips Gallery and many universities, colleges, libraries, school boards and other organizations.

Sara has conducted workshops, lectures and short courses to many post-secondary institutions and art centres. For more than eight years, she worked in various capacities on the faculty of the Emily Carr College of Art and Design in Vancouver. She also spent two years at the California Institute of the Arts in Valencia, California.

She has won many awards for her videos, including *Keeping the Home Fires Burning*, *The Lull Before the Storm*, and *Ten Dollars or Nothing*. She was awarded the Gold Medal in History by Simon Fraser University in 1990, and has won many other awards from the Canada Council, B.C. Film and B.C. Culture. One of her most recent honours is the 1995 Bell Canada Award for excellence in video.

About the Beyond Television Panelists:

Ruth D'Souza

Ted East

Eva Innes

Keith Kocho

John Lowry

Denis Martineau

Michael McHale

Stuart McLeod

Michael Nash

Carol Peters

Steven Weinstein



JOHN LOWRY
Chairman and CEO
Discis Knowledge Research Inc.

John Lowry is a pioneer in multimedia technology. He co-founded Discis Knowledge Research in 1988 and, to date, the company has produced over two million copies of more than 40 multimedia titles distributed in 35 countries.

Leveraging his extensive background in professional television, video editing and animation, John developed the concept and created the team behind Discis Books -now widely-recognized as a leading educational application of CD-ROM technology. He recently established Discis Entertainment, a product group of Discis that produces, publishes and distributes interactive CD-ROM titles. *Jewels of the Oracle*, featuring mystifying puzzles embedded in a 3-D archaeological quest, is the first title from Discis Entertainment.

John's experience ranges from being the first to implement electronic editing and animation of video in the 1960s, to the creation of the Image Transform video processing system which was used to clean up the live television pictures from the moon during the Apollo 16 and 17 lunar landings. He was also the founder of Digital Video Systems Inc., developer of digital scrambling and encryption systems for satellite broadcasting.

At Discis, John acts as Executive Producer, retaining responsibility for the creative process of product development and research. His vision is to entertain while aiding understanding and promoting learning through the application of multimedia technology.

The Company

Discis Knowledge Research Inc. is a world-class producer, publisher and distributor of CD-ROM-based interactive multimedia titles for education and entertainment. The company pioneered the creation of CD-ROM-based "interactive books" for children, many of which consistently placed number one on industry sales charts. Discis is headquartered in Toronto with distribution facilities in Buffalo, NY. It markets through a broad reseller network, including major mass merchandizers, computer and consumer electronics resellers and bookstores, as well as a direct toll-free sales line.

Discis Knowledge Research Inc.
90 Shepherd Ave. East, Toronto, Canada M2N 3A1
Tel: (416) 250-6537
Fax: (416) 250-6540



DENIS MARTINEAU
Director
Zone Productions

Denis is Director of Zone Productions, an award-winning company renown for its production of videos, films, television and multimedia. He received a B.A. and an M.A. in Montreal and London, with seminars in Paris and Cambridge. His Ph.D thesis questions the notion of space and time in virtual worlds.

He has published a number of scholarly papers and was Managing Editor of the transcultural magazine *Vice Versa* (edited in Montreal, Paris and Milano). As a cultural critic he wrote several articles on cinema, television and other subjects. Denis has curated a number of contemporary art events, including painting, photography, installation and electronic art. At the present time, he is a member of the Board for the 6th International Symposium on Electronic Art (ISEA 95).

The Company

Zone Productions, founded in 1984, is an award-winning production house specializing in television, film and computer-media exhibitions and productions. It has been associated in Quebec with many artists, including Francois Girard (founder of Zone Productions), who recently directed *Thirty-Two Short Films about Glen Gould*, and Peter Gabriel (*Secret World Tour*) as well as Robert Lepage, opera, film and stage director.

In addition, Zone has created several new tools for creation and distribution. The *Latensificateur* is one example. This invention was purchased by Panavision Los Angeles and many photodirectors now use it for their work. The production of the video-opera *Out* provided Zone with the opportunity to develop another new technology called the *Videotizer*, a video-audio switch with MIDI musical language.

Zone Productions
307 Ste-Catherine Ouest, #515
Montreal, Quebec H2X 2A3

Telephone (514) 842-1187
Fax (514) 842-7459

MICHAEL NASH
President and Creative Director
Inscape Inc.

Michael formed Inscape in partnership with Home Box Office and the Warner Music Group in the summer of 1994 to produce, publish and market CD-ROM titles. He oversees all aspects of acquisitions, product development, marketing and publishing, and supervises Inscape titles as Executive Producer.

He formerly headed The Voyager Company's award-winning Criterion Collection, working with such directors as Robert Altman, Terry Gilliam, Louis Malle, and Nicolas Roeg, as well as other artists including David Bowie, Devo, Gary Hill and Bill Viola, to produce innovative interactive laserdisc releases of film, music video and experimental media.

Michael has a wide-ranging background as a producer and critic, holding the influential post of Media Arts Curator at the Long Beach Museum of Art where he organized exhibitions that toured major museums throughout the U.S. and Europe. He is the author of over 100 essays and articles on the media arts and new media, including an essay entitled "Vision after Television: Techno-Cultural Convergence, Hypermedia and the New Media Arts Field", published in the forthcoming *Resolutions: Essays on Contemporary Video Practices* (ed. Michael Renov and Erika Suderburg, Minneapolis: University of Minnesota Press).

The Company

Inscape Inc. was formed in 1994 to produce, publish and market CD-ROM titles. Among its first productions were *The Residents' Bad Day on the Midway*, *The Dark Eye*, and *Devo Presents Adventures of the Smart Patrol*. *The Residents' Freak Show* was rated as one of the best CD-ROMs of 1994 by *Entertainment Weekly*, and *New Media* described it as "the best original CD-ROM around ...it's one of the most entertaining works of contemporary short fiction - in any medium".

Inscape Inc.
1933 Pontius Ave.
Los Angeles, Ca 90025

Tel: (310) 312-5705
Fax: (310) 312-6677

CAROL PETERS
Chairman and CEO
daVinci Time & Space

Carol is a founder of daVinci Time & Space, a next-generation entertainment company creating interactive entertainment products for kids.

Prior to founding daVinci Time & Space, Carol spent four years at Silicon Graphics (SGI) where, as director of engineering, she led the project team that created the Iris Indigo workstation. Following the Indigo product ship, Carol became the director of marketing for SGI emerging markets. Carol had previously capped a 16-year career with Digital Equipment Corporation (DEC) as the engineering manager of DEC's first RISC-based workstation, the DECStation 3100. She is a graduate of Harvard University with a BS in Architectural Science.

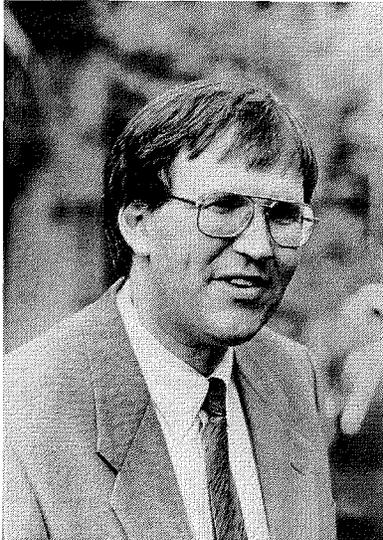
The Company

daVinci Time & Space creates interactive entertainment products for kids, including the daVinci Time & Space Interactive television channel which will be distributed to the home over the new broadband networks.

Backed by Oak Investment Partners, Greylock Limited Partnership, and Venrock Associates, daVinci Time & Space opened in 1993 and, today, has approximately 25 employees located in offices in San Mateo and Los Angeles, California. daVinci Time & Space has produced an interactive television pilot and is now in development and pre-production planning for a broadband trial.

daVinci Time & Space
Ste. 350, 1875 South Grant St.
San Mateo, California 94402

Tel: (415) 525-2880
Fax:(415) 525-2882



STEVEN WEINSTEIN
Vice President, Product Development
Spectrum HoloByte, Inc.

Steve Weinstein oversees the design and development of Spectrum HoloByte's product line, including titles based on two Paramount licenses: *STAR TREK: THE NEXT GENERATION "A Final Unity"* and *TOP GUN: "Fire At Will!"*.

Previously, Steve held the post of Vice President of Software Development at Electronic For Imaging. He has prior industry experience, ranging from interactive video discs to simulation trainers.

The Company

Spectrum HoloByte, Inc. is one of the world's foremost publishers of entertainment software for personal computers and video game consoles. The company's leading brand franchises include *Tetris*, *Falcon*, *Sid Meier's Civilization*, *Grand Prix/World Circuit*, and *Star Trek: The Next Generation*. A pioneer in such key technologies as 3-D simulation, Spectrum HoloByte is now helping to drive the next generation of entertainment software.

Spectrum HoloByte Inc.
2490 Mariner Square Loop
Alameda, Ca 94501

Tel: (510) 814-6304
Fax: (510) 522-9256

4:30 Ted - 'cyberphobic' → 'cyber addict' - RAM / hard drive → Technology
 GOLD RUSH → 'cyberskeptic' -
 - competition for leisure time + B's - feature films - "choosing garden sprinkler"
 - CD ROM's → video boom metaphor → "choice" - movies for video market
 - [CD ROM Mkt] → do people want technology? - solitary active / not social * shelf life
 - adult market - buying patterns don't match CINEMANIA clip 30's → bought computer
 - educate / interfaces → 50's → rent film
 - CD ROM = discussion → CD ROM sales → Internet → more fascinating than CD ROM'S
 - asymp. As telephone or television -
 - web site = Marketing - info. + entertainment. [NET]

4:50 Michael - more linear media → digital media →
 - CITY TV 'interactive' - audience rel. - small - Media TV - CITY interactive -
 - WEB site - 350 pgs. - 15 - 20,000 visitors/day - / MBONES / Texas
 - virtual walk through building w/ APPLE - WEB site
 - online pol. debate - lux on net - 400 - electronic town hall -
 - e-world - commercial - much music - 6m use commercial
 - Media Television - online campaign } letter campaign - got program back -
 - Voyageur distrib. } MANS - Ron Mann - CITY ROM - } pop culture
 - product → shelf space } dw → feature doc. → "GRASS" scratch + sniff -

- ACCESS ALBERTA - CD ROM titles - educational titles - / VIA COM similar -
 - normal shopping experience -
 - CD ROM - how long last - longer < 1.A. TV far } cheap -
 - pot of gold - interactive TV - intercom Ontario - } CDROM/online - broadband by tel / prov.
 - how use interactive tech. - interact w/ homes - w/ YORK - security; video male
 - New market → push to 25 megabytes → training ground - WEB as ground
 - provide content - people can order -
 - future - radio / tv / publishing - mainstream -
 - [VIML] [3D SPACES] \$ tools will marginalize people -
 - new web → control from silicon valley - small devs indep. }
 - tech. limits / fictional world

- CULTURAL AGENDA - \$ dir rel. cult. / tech. } success = same factors quality

Eva: 8 billion → partnering - Medical - Lots of TV - Media Link + Production Industry SANDBOXES
 5:11 [NEW] - good idea: know → MTRL. TO. PRODUCTS - when evident
 5:25 - learning - partners: will deal \$1/2 - if idea success - WIN LION'S SHARE
 adapt to net

WHAT CARRIED - based on \$ - newspapers / online services; BY 2000 - 70%
 - DVC
 - video on demand - look 'feel like TV -
 - have broadband network
 cable vs tel. Net. CDROM online services -
 HOME PC 3 BILL. 1998