

---

## **IMPACT '08 SEMINAR ENTERTAINS**

---

The first of seven Impact '08 ICT seminar series, of which InternetNZ is a co-sponsor, was held on April 21. The series explores the social, cultural and ethical impact of ICT, and topic for this session was the impact on entertainment.

Impact '08 is a UNESCO NZ initiative, managed by 2020 and supported by InternetNZ & Book Haven.

20/20 Communications Trust Chairman Don Hollander chaired the meeting, describing the goal of the series as "to have peoples' heads hurting a little bit when they leave".

Adding to the interest factor, the seminar was presented interactively on a national basis using the Access Grid network nodes at Auckland, Waikato, Victoria, Lincoln and Canterbury universities. These are connected through the high speed KAREN network.

With everyone visible to everyone else on the large screens, it was clear to see who was talking and participate. Technical difficulties at the Auckland node led to a rearrangement of the programme but the expert presentations generated solid discussion on the entertainment sub-topics of interactive media and digital cinema.

Speakers were given free reign and Emily Loughnan from new media firm ClickSuite outlined her long held vision of interactive media contributing to the social fabric, relating previous projects she has been involved with, for example one that that used interactive storytelling to generate in-depth discussion at a movie theatre.

The challenge now is to work out how interactive television and websites can lead to personal interaction, rather than isolate people. An example of where we've found ourselves today is a typical lounge situation with one person watching TV, another on a notebook computer, another texting - so less shared experience.

Thierry Jutel from New Technologies and Contemporary Cinema is writing a book on cinema and insists the industry is not dead or dying - just changing. He analysed different aspects of digital cinema from production to distribution. "It has reinvented itself," he says.

Some changes have been dramatic and given a boost to the industry - such as introduction of digital sound. Other changes have been progressive and slow to arrive at a standard - such as colour. Digital tools have changed but interestingly largely resemble their earlier counterparts. Digital presentation has not happened en-masse due to the cost of changing and a belief in celluloid as a better long term storage medium.

Jutel sees the future for movie studios as the home market, addressed through DVDs, satellite TV and the Internet. He's confident in the future of cinema and points to the its status in the United States as part of their a cultural heritage.

The next Impact '08 seminar will be on May 19 on the topic of Water Management and how Google Maps, wikis and other open source solutions change the way water is managed, used and studied. Full registration details for this and the other seminars are available on the 20/20