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CD-I at world's largest book fair in Frankfurt



The Philips IMS stand at the Frankfurt Book Fair, showing demonstration set-ups and (at left) the presentation booth.

IMS went to the 1990 Frankfurt Book Fair (3 - 8 October) to show the publishing world the capabilities of CD-I. With more than 8,000 book publishers exhibiting at the fair, Frankfurt is the world's largest publishers' event - the ideal opportunity to talk to decision-makers in this business about publishing CD-I titles.

This was the first time that Philips has attended the fair, and the initial results look very promising.

The two main objectives have been achieved: to create awareness and interest in CD-I, and to establish serious business contacts in the publishing world.

Ten NSOs took part in the event - Belgium, France, Germany, Italy, Japan, the Netherlands, Nordic, Spain, Switzerland and the UK - each taking

morning and afternoon sessions to meet invited publishers from their own country.

Visitors to the stand were offered a personal demonstration, as part of the long-term CD-I communications plan ('Seeing is believing'). These were followed by discussions about the business opportunities in publishing CD-I titles.

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IMS NEWSLETTER

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Book Fair (cont. from front page).

CD-I is particularly attractive to book publishers since it offers them an additional medium, plus the added value of sound and moving pictures.

Publications on CD-I are more attractive, which means extra sales and profits.

In addition to the invited guests, many publishers from the USA and Canada also visited the IMS stand, indicating the great interest in CD-I throughout the publishing world.

Preparations for the event began when major publishers were invited to the IMS stand by a mailing action featuring Gutenberg, the inventor of the modern printing press.

The message to publishers was that if Gutenberg was alive today, he would be using CD-I.

This theme was also exploited on the stand using posters and light box displays; a creative strategy that located CD-I and Philips IMS firmly in the world of innovative publishing.

Manche Leute halten ständig Ausschau nach neuen Ideen

Philips CD-I - die nächste Revolution

Was heißt Bücher - auf CD-I? Sie sind einfach, die Interaktivität ist ein Muss. Sie sind die Zukunft der Buchwelt. Sie sind die Zukunft der Buchwelt. Sie sind die Zukunft der Buchwelt.

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Manche Leute halten ständig Ausschau nach neuen Ideen

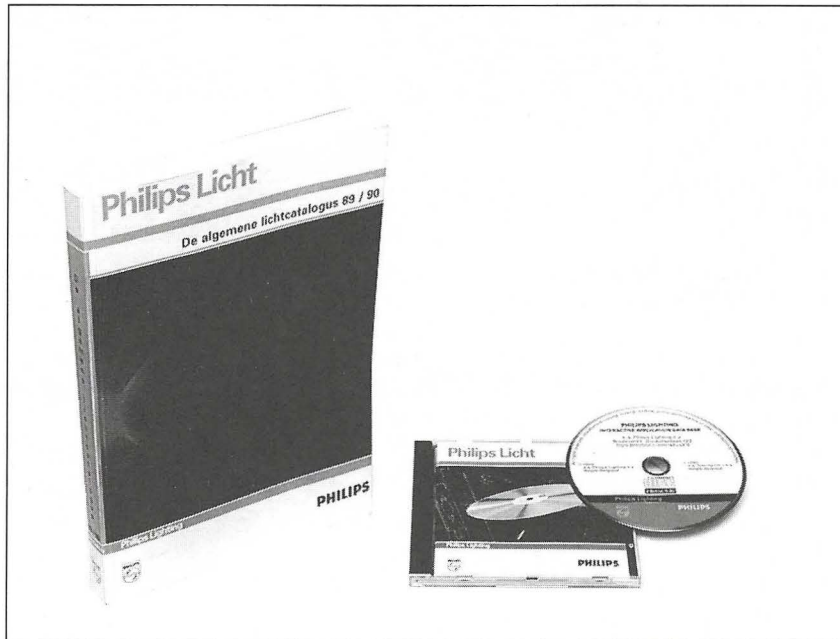
PHILIPS

'Some people are always looking for new ideas', featuring Gutenberg, was the central theme in the promotional activities for the Frankfurt Book Fair, used here in an invitation mailer and an advertisement in the Fair's catalogue.

Since the Gutenberg theme is so strongly targeted at the publishing business, many of the materials used at Frankfurt are also ideal for use by NSOs in their own promotional activities

aimed at their local markets. These materials are available from: Mr. A. van Woudenberg, IMS Eindhoven, tel. 040 - 735911.

Philips Lighting catalogue on CD-I



Philips Lighting Belgium's Interactive Application Database on a CD-I disc, as well as in its traditional catalogue form.

The first practical CD-I application within the Philips Group has been created by Lighting in Belgium for its product and application catalogue, which is a widely used reference database by dealers, installers, architects and other professionals in the field of lighting.

Nine hundred pages of technical and application information, including combinations, references and ordering codes,

have all been placed on a single CD-I disc.

Interactive, menu-driven operation makes it easy to find any desired information on the disc. Access may be by application - for example the situation where the lighting will be used - or by type of luminaire or lamp.

All the applicable products are then displayed in a list through which the user

can scroll. Searches can be performed to find lamps and luminaires meeting specified criteria, and full-screen product and application pictures and specifications can be called-up at any time, to give more detailed information about any selected solution.

This interactive disc is a big step forward in making Lighting's extensive product range easily accessible to busy professionals who need to find the right solution for their application requirements.

Text display on the disc is in a choice of Dutch or French languages, selectable from the opening menu. As well as the Lighting product and application information, the disc also carries a promotional audio-visual programme about Philips Lighting.

Philips Lighting in Belgium intends to offer the player/software combination on a turnover-related incentive basis to its major dealers and distributors during the coming year. Additional disc titles are planned to support sales of Lighting's products.

Further information about this project, which may well be interesting for other sales organizations of Philips and associated companies, can be obtained from: Mr. Marc Segers, Marketing Communication Manager, Philips Lighting S.A., Boulevard E. Bockstael 122, 1020 Brussels, Belgium, Tel. (02)-428-6060, Fax. (02)-428-6778.

'Photo CD' players to be introduced in 1992

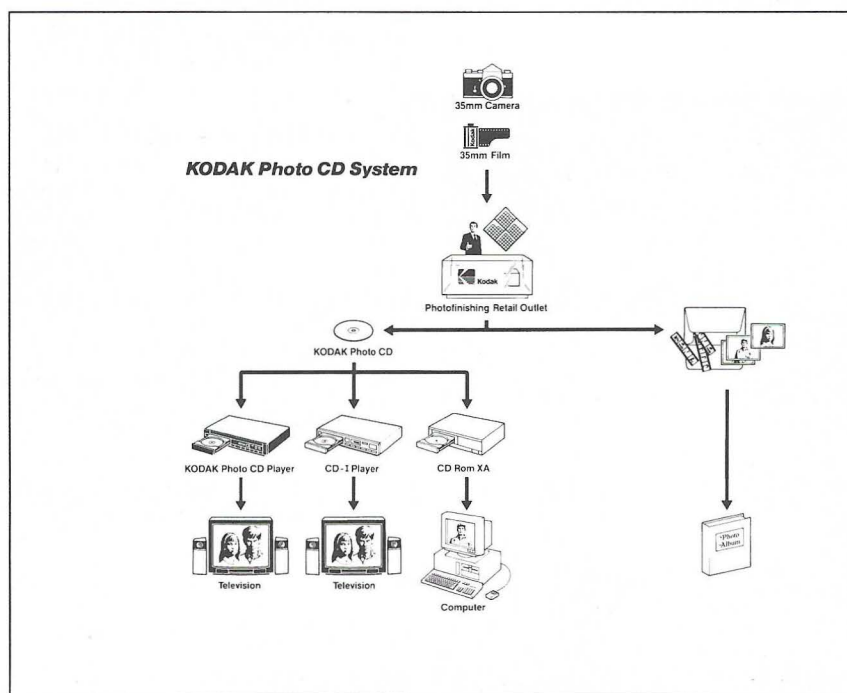


Photo CD combines the best of still photography and Compact Disc. Consumers get both traditional prints or slides, plus a CD of their pictures which they can replay on a Photo CD, CD-I or CD-ROM XA player.

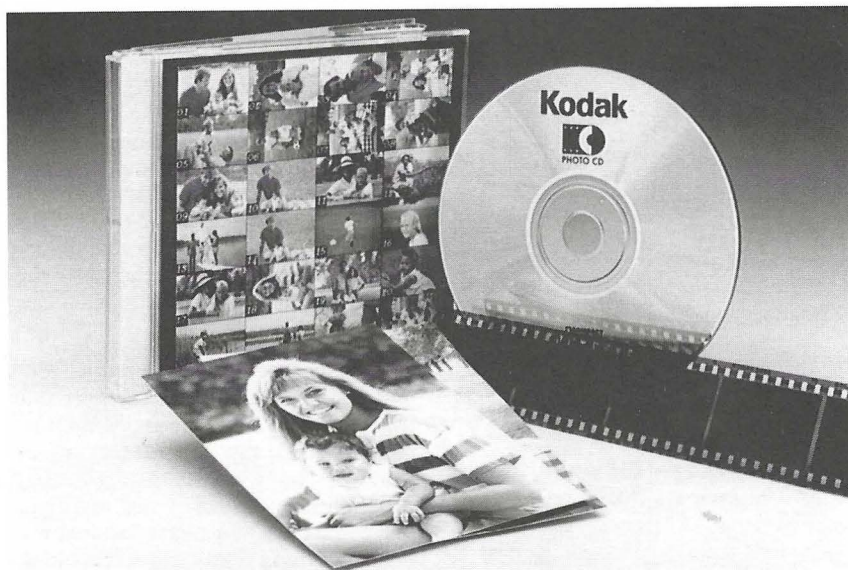


Photo CD stores 35 mm still photos on a Compact disc, for replay via the consumer's TV set. The Photo CD disc is supplied in the same attractive box as an audio CD, carrying an index print showing all the pictures on the disc.

A new photographic system that will record 35 mm film negatives and slides on Compact Discs is being developed jointly by Philips IMS and Eastman Kodak Company. Replay will be possible using new Photo CD players, or by CD-I or CD-ROM-XA players, on any TV set. The new system will offer a picture quality far superior to that of today's electronic still photography systems, together with all the convenience and durability of the CD medium.

In practice, consumers will take their negatives or slides to a photo-finishing outlet, where they will be scanned and digitized on a complete system to be marketed by Kodak. The system will comprise a scanner made by Kodak, a computer from Sun Microsystems and a Photo CD Discwriter made by Philips. Blank Photo CDs, each capable of holding up to 100 photos, will be supplied by Kodak.

Also available will be a thermal printer which will allow very high-quality prints to be made direct from the Photo CDs. Colour, sharpness and granularity will be comparable to photo-prints made from original negatives.

Initially, the consumer Photo CD players will be offered by Philips, although licenses will be granted to other manufacturers. The players will also be able to play all audio CDs, promoting their integration into the consumer environment.

Silver and silicon: the best of both worlds

Photo CD will offer consumers the best aspects of photographic and electronic technologies. Quality will be equal to that of 35 mm photography, with the extra benefits of digital storage, convenient TV display, and the ability to manipulate images digitally.

Kodak expects that the Photo CD player will be introduced at a price of under \$500, while a disc containing 24 pictures should be priced below \$20. The commercial introduction of the system is planned for 1992.

Language Learning project with Maxwell Communications

Philips has started a study project with Maxwell Communications Corp. to investigate the feasibility of setting up a joint venture multimedia publishing company that will produce self-teach language courses on CD-I. The new company will be known as Maxwell Multi Media.

Completely new language training course materials for Maxwell Multi Media will be prepared by Berlitz Publi-

cations Inc., a subsidiary of Maxwell Communication Corp., and the Philips Language Learning Systems Group.

A series of self-teach language courses, based on the unique Berlitz Method and the Philips Professional Language Courses, will be packaged together with a CD-I player. Sales are expected to start at the end of 1991, coinciding with the worldwide launch of consumer CD-I players.

Commenting on the announcement, Mr. Robert Maxwell said: "The combination of Berlitz, the world's premier language instruction company and Philips, the inventor of CD technology, creates a formidable partnership of software publishing and consumer electronics experience to be based on the new CD-I multimedia format".

34 companies show CD-I at Japan Electronics Show



Part of the CD-I Plaza at the Japan Electronics Show, with the 'Kiddy' and 'Music' demonstration set-ups in the 'Touch and Play Corner'

Fifteen hardware companies and 19 software companies showed and demonstrated exhibits in the 'CD-I Plaza' at the Japan Electronics Show '90, held in Tokyo in October.

These exhibits were divided into two main areas: 'Touch and Play Corner' and 'Demonstration Corner'.

In the 'Touch and Play Corner', nine

CD-I players and some 30 titles were available for operation by visitors, in separate 'Kiddy', 'Music', 'Information' and 'Amusement' sections. Eight shows per day were given by CD-I title producers in the 'Demonstration Corner'.

This exhibition was attended by around 360,000 visitors, of whom over 40,000 visited the CD-I Plaza.

CD-I disc for financial services information

The Principal Financial Group of Des Moines, Iowa, USA is using CD-I as a point-of-information medium to inform its own 6000 personnel and passing pedestrians about the company's structure, products and markets.

Principal Financial Group also intends to use CD-I as a training medium for its field agents, and expects the first CD-I training project to be underway by the end of 1990.

The CD-I program was developed by Microware Systems Corp., in a four-month project costing \$40,000. The point-of-information system will be installed in a high-density skywalk area outside the PFG offices. The system comprises a Philips CD-I player, Microtouch touch screen and custom kiosk housing.

New IMS personnel

Ronald Salters is the new Business Unit Manager for IMS Consumer activities from 1 October 1990. He was formerly General Manager Europe for Bose, and before that was Director of Product Planning for colour TV at PCEC in the USA.

The new Managing Director of IMS France is J.C. Larue, who succeeds F. Petit.

Frans Speijer will be the new IMS Consumer Marketing Manager from 1 December 1990. He was formerly Marketing Manager for HiFi/CD in the BG Audio.

SERVICE & SUPPORT NEWS

Central Helpdesk at Hasselt

The Hasselt factory Helpdesk is now operational for questions about Laser-Disc, CD-I and CD-ROM. This dedicated support point provides information on specifications and application-related items in after-sales support. For repair handling, the following products should be routed via this channel under the Hasselt return procedure: CDI 180/181/182 and, initially only, CD-ROM CCD401 with peripheral boards. For return numbers, please contact Mr. Dirk van Bel, Tel. +32-11-296274, Fax. +32-11-296945.

Interactive Multimedia competition by Media Investment Club

Under the title 'CD 92', the Media Investment Club, the media programme of the European Communities Commission, has launched a competition for proposed interactive media applications on CD. Between five and ten winners to be selected in 1991 will be able to have their projects realised with financial support from Interactive Multimedia Corporation.

The competition is aimed at book, games, record and other software publishers who wish to diversify their activities into the interactive media market, as well as audio-visual programme producers and associated TV companies, authors associated with publishers, and financial partners in the field of interactive media.

There will be two selection sessions in 1991, on 1 March and 1 September. Full information about conditions of entry and requirements for submissions can be obtained from: Club d'Investissement Media, Attn. Véronique Damien, 4 Avenue de l'Europe, 94366 Bry-sur-Marne Cedex, France, Tel. (1) 49 83 32 72, Fax. (1) 49 83 25 82.

Your contributions are welcome...

Through this Newsletter we aim to provide our IMS colleagues around the world with news and information about product and market developments in interactive media hardware and software.

As well as information from the Business Group IMS, we are always glad to receive your contributions about items which you think will be interesting for readers. So please tell us your news!