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## Philips CD-I 180 system receives 'Award of Master'



*The 'Award of Master' innovation prize for the Philips CD-I 180 system is presented to Mr. Friedrich Schreieck of IMS Germany by Dr. Eberhard Leibling, Secretary of State for the German province of Baden-Württemberg*

The Philips CD-I 180 and CD-I 181 players have received the 'Award of Master' in the German Corporate Video & TV '90 competition. This award for innovation was made in the video hardware category of the competition, which is held annually and covers the broad field of applied video communication.

The presentation of the award took place on 15 November in Stuttgart at the Corporate Video & TV '90 symposium, which was dedicated to the presentation of concepts, practice and case studies in corporate video.

The Corporate Video & TV competition is a joint activity of the publishing company Medienreport

Verlags-GmbH and the German association for the promotion of audiovisual communication.

The competition aims to represent the entire field of video communication, and is divided into three categories: video programmes, video-supported communication concepts and innovative video hardware solutions.



**PHILIPS**

## Children have fun with CD-I at IMS UK's offices



Local schoolchildren playing with the 'Cartoon Jukebox' CD-I disc in IMS UK's demonstration area, using the specially designed 'kiddies' remote control unit, which was produced for AIM (American Interactive Media) in Los Angeles.

Six children aged between 6 and 7 visited IMS UK's offices in Dorking on 15 November to take part in the filming of a TV documentary programme on Philips, which is to be broadcast before Christmas.

During their visit the children played with the 'Cartoon Jukebox' CD-I disc, which contains well known animated nursery songs, together with a colouring book facility so that the children could colour and sing along with the charac-

ters to their own liking. Their playing will be shown in the TV documentary, so the entertainment value of CD-I should come across very clearly!

Another aim of the children's visit was to start up a mutually beneficial relationship between their school and IMS, which will allow the children to take part in market research of CD-I titles, as well as helping to find out how CD-I can best be used in the classroom.

## IMS UK sponsors educational award for interactive video

As sponsor of the British Interactive Multimedia Association's charity award in the educational category, Philips IMS UK presented this year's prize to Mr. Christopher Jones of Interactive Technology for the Deaf, in recognition of his work with interactive video for education and training of the deaf.

Mr. Jones, who is project development officer for the deaf at the Scottish Interactive Technology Centre, has for many years been active in the development of interactive educational programmes for deaf people. As long ago

as 1983, IMS contributed hardware, together with disc mastering and duplication facilities, to Donaldson's School for the Deaf in Edinburgh, for use by Mr. Jones in his work.

In June 1990 Mr. Jones set up the European Association for Multimedia Research & Development for Deaf People, together with a number of European partners. The association aims to provide 20 million hearing-impaired people throughout the EEC with access to multimedia-based information, education and training facilities.

## LaserVision interactive video for UK schools

A new computer-driven interactive video system for secondary schools in the UK, based on the LaserVision VP 406 player, will include a selection of discs on maths and science subjects. The system will be distributed by Eltec Computers and British Nuclear Forum, and the subjects covered include energy, radiation, statistics and probability.

Hardware for the system comprises an Archimedes 3000 computer and Allied Interactive gen-lock, together with the VP 406 player.

## IMS to promote LaserDisc with Super Club in Belgium

IMS and Super Club have agreed to promote LaserDisc jointly on the Belgian market. Super Club is one of the leading distributors of audio and video software in Belgium, and also holds strong positions on the French and US markets.

Under the agreement, Super Club will offer consumers a selection of film and music titles on LaserDisc in its retail outlets. The company will also sell Philips LaserDisc players to consumers.

## Eindhoven seminar for IMS sales force

Fifteen sales representatives from European IMS organisations attended a seminar on CD-I, which was held in Eindhoven on 20 and 21 November. The aim was to give the participants additional understanding and background information about the role and application areas of CD-I in relation to other media like LaserVision, CD-ROM etc., and to allow them to give potential customers optimum advice about which medium to choose.

The first day of the seminar was devoted to the IMS marketing strategy for the various media, while on the second day detailed discussions were held about subjects like the positioning of CD-I, and the available promotional materials and presentation tools such as brochures, demonstration tapes etc.

This seminar should support the work of the IMS sales personnel as 'multi-media consultants', in which they are able to analyse potential applications, and propose the right media choice to provide optimal solutions to customers' requirements.

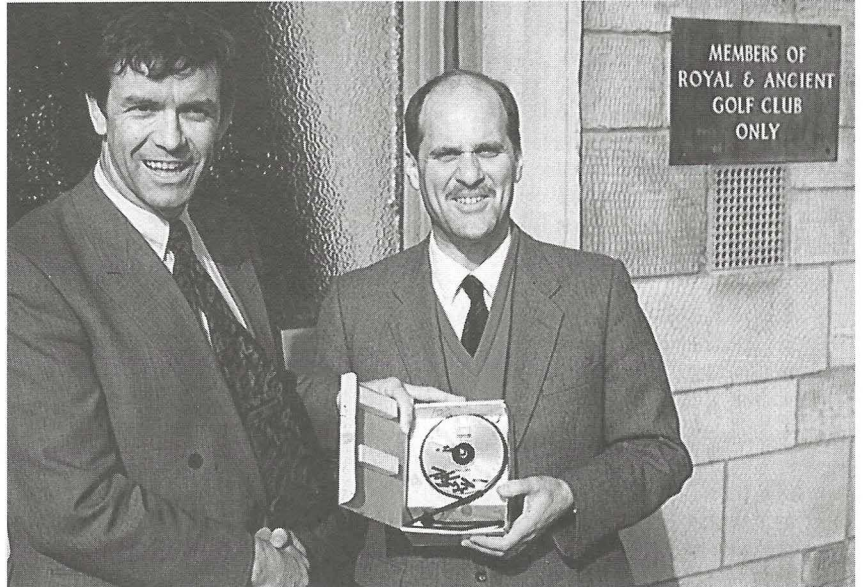
## European CD-ROM Business Guide for fast travel planning

A complete European Business Guide on CD-ROM will be introduced by IMS in the coming months. The guide is a 'CD almanac', and contains a wealth of information for business executives who travel frequently: more than 60,000 airline and rail schedules and connections, 3,000 hotels, 2,000 golf courses etc. Rail connections to over 1,000 cities can be found. The discs will be multilingual, in English, French, German, Spanish, Italian and Dutch.

The European Business Guide offers an easy-to-use reference work with interlinked data that allows information from one section to be combined with that from another. For example, flight and rail connections between two cities can be compared, with direct indications of total travelling times, and telephone numbers for ticket reservations are shown for the chosen form of transport. The same applies to hotel rooms and car rentals, while the 'country information' section even offers information on foreign currency, passport and visa regulations and import/export restrictions. Data can be accessed via the contents list, through a register of keywords or by a combination of both.

The European Business Guide was developed by Business Information Publishers in the Netherlands, and is published by IMS. Subscriptions to twice-yearly updates cost Dfl. 395. For further information, please contact Pieter Hermans of IMS Eindhoven, tel.: 040 - 735961, fax.: 040 - 735722.

## British Golf Museum has CD-I information exhibits



Marking the official opening of the British Golf Museum, David Anderson, Managing Director of Philips IMS UK, presents a special clock to Peter Lewis, the museum's director.

Fourteen CD-I-based touch-screen point of information exhibits supplied by Philips are included in the British Golf Museum, which was officially opened recently.

These CD-I stations allow visitors to the museum to find out about historic moments in golf, statistics, famous personalities, equipment and memorabilia.

A CD-I disc based on the British Golf Museum, and including a game and quiz, will be available in April 1991 from the

Royal & Ancient Golf Club, which sponsors the museum. This disc will be the third golf title to be produced on CD-I, following the 'Rules of Golf' disc and the 'Palm Springs Open' game.

Speaking at the opening ceremony of the museum, former British deputy prime minister Viscount Whitelaw, himself a past captain of the club, thanked all those involved for the quality and speed with which the entire project had been completed.

## First order in Netherlands for CD-I programme



Signing of the contract for the production of the first programme on CD-I in the Netherlands, showing (seated, from left to right) Messrs. R. Verbrugge (Philips Nederland B.V.), H. van Marwijk (Rosemount Benelux B.V.) and C. Wigant (Wigant Interactive Media C.V.). Seen in the foreground are some of the Rosemount products which will be featured in the programme.

Rosemount Benelux B.V. of Schiedam is the first Dutch company to place an order for the production of a CD-I programme. Rosemount is a specialist in measurement and process control technology, and intends to use CD-I to present itself to its professional customers in industries like chemicals, petrochemicals, pharmaceuticals, paper, wood and metal.

The use of CD-I will enable the company to give simple yet in-depth information about the installation and operation of its broad range of digital instrumentation.

The programme will be produced by Wigant Interactive Media C.V., in co-operation with Philips Nederland B.V. which will provide equipment and technical support.

Wigant expects to deliver the first copy of the CD-I programme to Rosemount before the end of 1990.

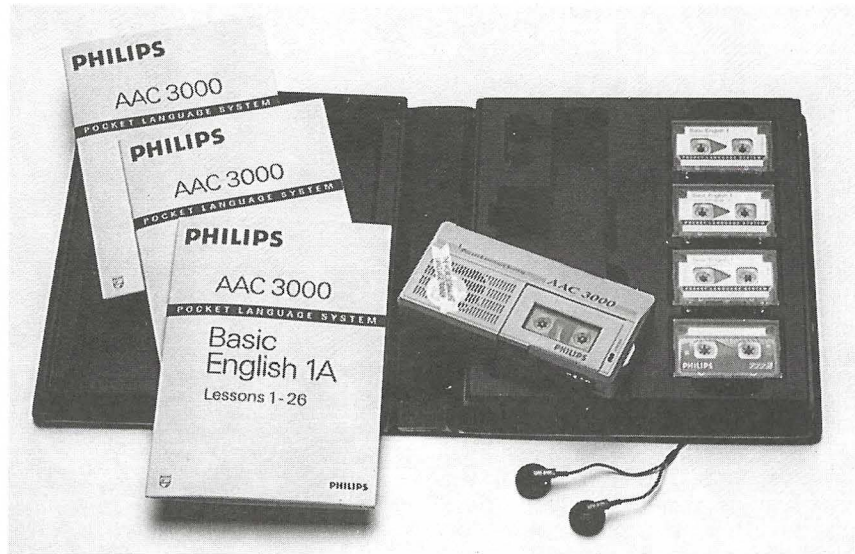
# AAC 3000 Mini Language System uses Philips Pocket Memo

The range of teach-yourself language courses from the IMS Language Learning Systems group has been extended by the AAC 3000 Mini Language System, based on the Philips Pocket Memo recorder. This compact format adds extra portability and convenience to these popular courses, so that users can learn at virtually any location, whenever they have the opportunity.

A big advantage is that the Pocket Memo recorder, which is included in the course package, can also be used for note-taking and dictation.

The Mini Language System uses the well proven Philips Active Audio Comparative (AAC) principle. The user listens to a text, read by a native speaker, then repeats it and at the same time records it on the tape. Comparison with the original is then possible, allowing pronunciation to be perfected.

The course is based on the use of practical expressions, and does not include tedious exercises or grammatical rules.



The new AAC 3000 language course is based on the easily portable Philips Pocket Memo recorder and Mini-cassettes.

The course is initially available in English, and French, German and Spanish versions are in preparation. Each language version consists of six levels in two packages.

Package one includes the Pocket Memo, plus mini-cassettes and booklets for the first three levels, while package two covers levels four to six.

## Restructured CD-I training courses

The range of CD-I courses provided by IMS UK has been extended by the addition of the new 2-day 'CD-I Technical Overview' course.

This course uses the material which was originally presented on the first 2 days of the Designers and Programmers courses, which have now both been extended.

These courses are open to all Philips personnel and others who are interested in CD-I programme design and production. Brief descriptions of these courses are as follows:

### Technical Overview Course

This 2-day course is ideal for anyone wishing to gain an initial overview and additional insight into CD-I. Feedback from delegates on this course has been very positive and encouraging. The course fee is £300 plus VAT, including all meals and overnight accommodation for one night.

### Programmers Course

This 5-day course is very popular, and space is usually limited.

A detailed description of the CD-RTOS programming language is presented. Participants should be experienced 'C' programmers, and experience in UNIX or OS/9 is useful. The fee for the course is £1500 plus VAT, including accommodation and meals.

### Designers Course

This 4-day course includes 2 days of practical, hands-on sessions; a format that has proved to be popular with delegates. The aim of the hands-on session is to design and author a CD-I application.

The new WORM drive will be used in future courses, so participants will be able to cut a real CD-I disc at the end of the course. The course fee is £1200 plus VAT, including all meals and accommodation for 3 nights.

## CD-I training courses 1991

### Technical Overview Course

4 - 5 February  
4 - 5 March  
22 - 23 April

### Designers Foundation Course

11 - 14 February  
11 - 14 March  
29 April - 2 May

### Programmers Foundation Course

21 - 25 January  
18 - 22 February  
18 - 22 March  
13 - 17 May

For further information about these courses, or to make reservations, please contact Andrew Lambert of Philips IMS UK, tel. 0306 - 75777, fax 0306 - 75789.

## IMS shows CD-I at Munich International Media Fair

IMS was represented with CD-I exhibits and demonstrations at the International Media Fair, held in Munich from 14 - 17 November. This audio-visual symposium and exhibition was traditionally devoted largely to film, attracting many programme makers in the educational and training market.

There is now a strong emphasis on new, interactive media, for which a great deal of interest was shown by content owners, consultants and production companies participating in the exhibition.

The IMS presentation was held on the stand of Amsterdam-based Saturn, an independent European partnership of users and producers of open learning from industry, as well as teaching and training institutions.

Saturn aims to establish partnerships for the creation of open learning projects, promoting the sharing of expertise, resources and costs.

Among the many interactive media exhibits was a small pilot DVI (Digital Video Interactive) project, made by audio-visual consultant MTI (Moderne Informations Technik) for BMW, which was one of the first German projects using the DVI medium.