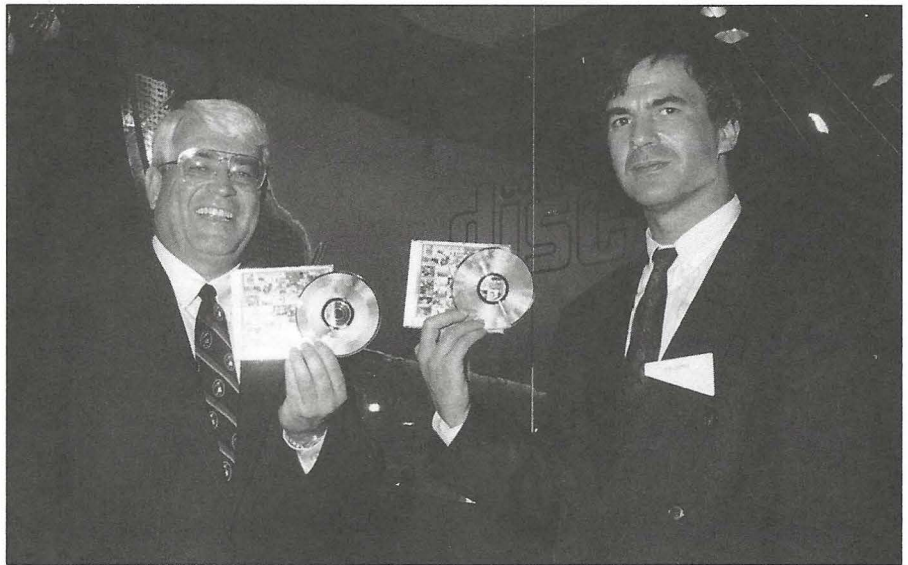




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Joint Philips/Kodak Photo CD press conference at IFA



Jointly presenting the Photo CD system at a press conference held during the International Funkausstellung in Berlin are Stephen Stepnes, Kodak's General Manager for Worldwide Imaging Systems (left) and Gaston Bastiaens, Director of Philips IMS.

Philips Interactive Media Systems and Kodak held a joint press conference at the recent International Funkausstellung exhibition in Berlin, at which it was announced that Philips will introduce dedicated Photo CD player products in mid-1992. These players will be sold in the USA, Japan and Europe.

Speaking at this press conference, Mr. G. Bastiaens, Director of Philips IMS, said:

"The versatility of the optical CD technology is demonstrated by the Photo CD system. These players will offer consumers new ways to store and enjoy their photographs. As the response from the industry has already shown, we expect the technology to be widely embraced when the players are introduced next year."

As well as the dedicated players which were announced at the IFA, Photo CD discs can also be played by the Philips CD-I players, which Philips IMS is now introducing in the USA.

Photo CD was jointly developed by Philips and Kodak, and the standard will be finalised this October.

As well as the Philips player introduction which was announced at the IFA, Kodak is at present negotiating with a number of manufacturers who are interested in licensing the Photo CD technology.

Philips IMS was represented at the IFA with a CD-I display and demonstration facilities in the international area of the Philips stand, which was visited by some 1200 invited guests during the period of the exhibition.

IMS NEWSLETTER

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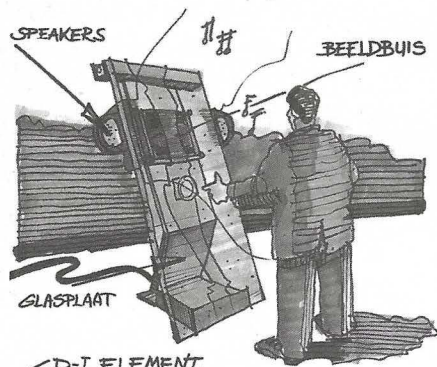


PHILIPS

CD-I for Point Of Information systems at Expo '92

Visitors to Expo '92 in Seville will be able to access a wealth of information about the Netherlands using CD-I Point Of Information systems in the Dutch pavilion.

The interactive audio-visual programmes on CD-I discs can be used to find information about agriculture, business, trade and tourism in the Netherlands, using the many options which are built into the programmes. For example, to find out about touristic locations, a map of the country is displayed, after which any desired area can be selected for further explanation.



CD-I ELEMENT.
Artist's impression of one of the CD-I Point Of Information units to be installed in the Dutch pavilion at Expo '92.

The producers describe this form of information access as an 'interactive adventure', that makes it easy and enjoyable for visitors to the exhibition to get the information they would like to see, or simply to browse through the interactive programmes.

This project is being created by Reco Productions and The CD-I Workshop, both of Hilversum.

New appointment for TS&A group

Mr. Alty van Luyt, formerly vice-president of AIM (PIMA), has been appointed to manage the new 'Title Support & Authoring' (TS&A) group, which includes OptImage and the tools development activities performed in Redhill, UK, and other studios.

Mr. van Luyt's mission will be to support Philips Interactive Media International, as well as the software designers and producers community.

The TS&A group was formed to promote the growth of the CD-I software publishing activity, and combines all the IMS authoring, studio support and software innovation resources.

BMW extends museum's optical disc systems

With over 90 Philips Laser Disc player systems installed in its museum in Munich, BMW has for many years worked closely together with Philips in the presentation of information to visitors - currently over 300,000 a year. To mark its 75th anniversary, BMW decided to make a special programme showing one of its new 3-series models being built. With one big difference - the viewer can choose his own colours, specifications and options, and can then watch exactly that car go through all the production stages.

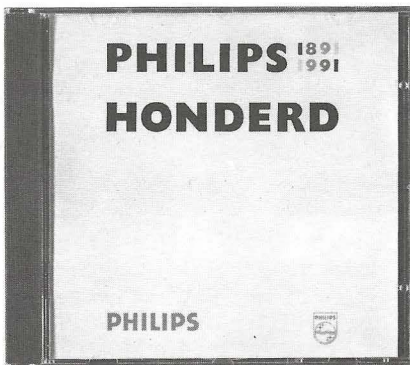
This new programme uses Laser Discs carrying some 140 film sequence, with a duration of over 70 minutes. Narrated texts in four languages are carried on separate CD-ROM-XA discs, leaving all the Laser Disc capacity available for the video material. User selection and control is by a touch-screen monitor, while Philips PCs fitted with CD-ROM-XA controller cards are used for synchronisation of video and audio



Visitors to the BMW museum use a touch screen to select the vehicle specifications and options to be shown by the new Laser Disc programme.

replay. The first pilot system was installed in the BMW museum in April 1991, only five months after the order was placed. Now, another six months later, the test phase has been successfully completed and all the stations are in daily use.

100 years of Philips on CD-I disc



Based on the book 'Philips 100', a CD-I disc celebrating the Philips centennial was presented to the 2500 guests at a gala held in the Evoluon in Eindhoven on 18 September.

This disc uses pictures and graphics, animations, video sequences and audio to give an interactive survey of the Philips history through the last 100 years. It includes the social side of work at Philips, as well as a look at products, advertising campaigns and many other aspects of the company's history and development.

CD-I development consortium in Portugal



Seen at the official founding of the new Portuguese CD-I consortium Center for Interactive Technology Research (CITI) are (left to right) Eng. Rui Gonçalves Henriques (CNIG), Prof. Dr. Adriano Duarte Rodrigues (Universidade Nova), Prof. Dr. Armando Rocha Trindade (Open University) and Eng. Pedro Reuter, Manager of the Information Technology Division of Philips Portugal.

A new CD-I consortium - called the Center for Interactive Technology Research (CITI) - has been set up in Portugal with the aim of developing titles related to language learning and geographical information, within the

framework of projects backed by the EC. The founding partners in this new consortium are the Portuguese Open University, Lisbon Universidade Nova, the National Geographical Information Center (CNIG), and Philips Portugal.

IMS at Microsoft Conference, Wiesbaden



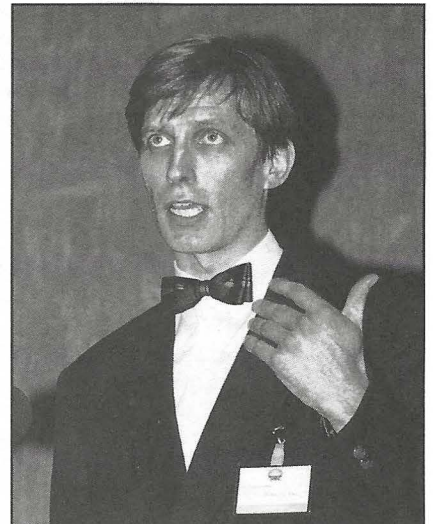
Part of the Philips IMS stand featuring CD-I application demonstrations, at the Microsoft European Conference and Exhibition on Multimedia and CD-ROM in Wiesbaden.

Interactive Media Systems was represented at the recent Microsoft European Conference and Exhibition on Multimedia and CD-ROM held in Wiesbaden, Germany.

At this event, which was the first time that this conference was held outside the USA, Mr. G. Bastiaens gave a presentation on CD-I and the related formats, at the same time using the system as audio-visual presentation medium.

The focal point of this speech was the CD-I system launch in the USA, taking place in mid-October, and the advanced plans for simultaneous retail availability of both hardware and software products. Attention was given to some of the over 50 CD-I titles to be available this year, and the special facilities that have been developed for in-store demonstration of the system.

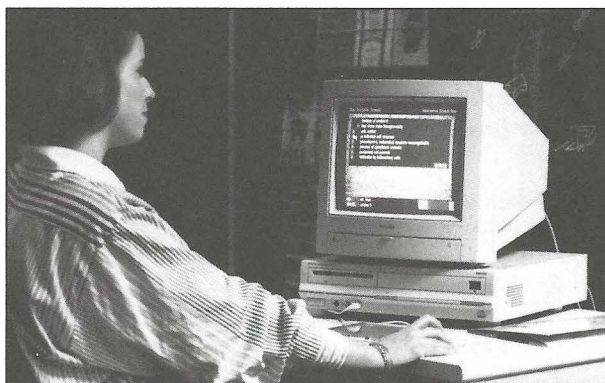
A number of new product announcements were made at this con-



Speaking at the presentation of the 'Best Application for Consumer Mass Market' award for the IMS package of five CD-ROM application discs is Pieter Hermans, CD-ROM Marketing Manager.

ference, some of them with particular relevance to the software development community who were strongly represented at this event. These included the complete range of CD-I authoring tools, now available for use in the PC application development environment, as well as with Apple and Sun systems; and the new easy-to-use MediaMogul authoring package which can be used even by non-programmers.

Dutch Open University teaches with CD-I programme



Students can study their scientific courses at home, using the CD-I disc which has been prepared by the Dutch Open University in co-operation with Philips IMS.

The Dutch Open University has developed an experimental CD-I programme to allow home students to take scientific study courses. This programme was developed in co-operation with Philips IMS, and will be tested in everyday practice by ten students during the coming study year.

The Open University already has experience with interactive video programmes, but these required special hardware located at study centres which the students had to visit. Use of the CD-I

medium means the programme can now be used in the home, in combination with a normal TV set.

The experimental programme provides a course in toxicological histopathology, and allows students to observe microscopic preparations of toxic cell damage with audio and video support. Use of the disk as a toxicological and histopathological reference work is also possible, with information access by means of menus, keywords and hypertext.

Also announced at Wiesbaden was the formation of the CD Write Once Consortium (or 'Frankfurt Group'), which aims to establish and promote an industry standard for this medium.

Award for best consumer CD-ROM application

Software announcements made by IMS at this event included the package of five CD-ROM application discs which are now offered as a bundle with each Philips CD-ROM drive. This package, comprising a selection of reference, educational and leisure software material, won the conference's 'Best Application for Consumer Mass market' award. Also shown and demonstrated were the 'First steps towards language learning' courses, which are now available in the CD-ROM format in a choice of five target languages.

Some new hardware products were also shown for the first time, including the CDD 167 CD-ROM-XA controller card, offering an economic upgrade path to CD-ROM-XA for current Philips CD-ROM drive users; and the new VP 312 and VP 380 Laser Disc players, with the VP 380 able to play all Laser Discs, LaserVision discs and Compact Discs.

CD-I training courses in UK

CD-I training courses to be held at Philips IMS, Dorking, UK during October and November 1991 are listed below. These courses are open to all Philips personnel and others who are interested in CD-I programme design and production.

CD-I Technical Overview

This course provides a general introduction to CD-I, including a full description of the development, production and authoring stages. At the end of the course, participants will have a full understanding of the system's audio and video capabilities. One of the main objectives is to ensure that management, designers, production and programming staff can effectively communicate with each other. Cost of this one-day course is £150. Dates: 7 October and 11 November.

CD-I Designers Foundation Course

The CD-I Designers Foundation Course gives an introduction to CD-I from the designer's perspective, but does not attempt to teach the fundamentals

of interactive design. This course lasts 4 or 5 days, and is aimed at experienced interactive designers (e.g. IV, CBT and games designers), who have had a limited exposure to CD-I. All participants are expected to have read the publication 'CD-I - a designer's overview'. Costs are £1200 (4-day) and £1500 (5-day). Dates: 7 - 11 October, and 11 - 15 November.

CD-I Programmers Foundation Course

The CD-I Programmers Foundation Course presents a detailed description of the CD-RTOS programming language, and is aimed at experienced 'C' programmers. Experience in UNIX or OS/9 is useful. Participants should have read the publication 'CD-I - a designer's overview'. Cost of this 5-day course is £1500. Dates: 14 - 18 October and 18 - 22 November.

All course fees include accommodation and meals. For further information or reservations, please contact Heidi Prynne of Philips IMS UK, tel. 0306 - 75777, fax 0306 - 75789.

ICI uses CD-I for pharmaceutical information

ICI Pharmaceuticals has developed the first of a series of CD-I discs aimed at training for members of the medical profession. Its first disc, targeted at doctors, is about the importance of 24-hour control of blood pressure, and launches a new ICI drug for use in this area.

The new disc was given to over 1,000 doctors attending a recent exhibition and symposium in London. The disc combines audio, still images and graphics in a series of short presentations which allow the user to continue, or to branch to more detailed information.

It will be used by the company's field sales force, and also made available to



This interactive teaching disc for members of the medical profession has been produced by ICI pharmaceuticals to support the launch of its new drug Zestril for blood pressure control.

general practitioners and cardiologists in the UK. ICI is also said to be considering the development of a series of CD-I programmes on health education subjects for doctors' waiting rooms.

Interactive Multimedia Europe founded

Dedicated to closer co-operation in design and development techniques for quality multimedia applications in both the consumer and professional fields, Interactive Multimedia Europe was founded earlier this year by a group of companies from France, the Netherlands and Spain. The founding companies are active in the production, design and development of interactive multimedia and CD-I applications.

Interactive Multimedia Europe brings to the market a combination of creativity in concepts, design, graphics and interactivity, combined with thorough know-how and experience in multimedia and CD-I applications. The founding companies are Interactif Delta S.A., P.E.V. S.A. and Anatome S.A. of France; MABB S.A. of Spain; and NIAM Interactive Multimedia B.V. of the Netherlands.

'Best Multimedia Application' award for Agfa training CD-I

A CD-I disc made for Agfa-Gevaert has won the award of 'Best Interactive Multimedia Application of the Year' at an international conference held in France by Authorware Europe.

The disc was developed by Niam Interactive Multimedia of The Hague, and provides training information about a medical imaging system, using computer-based delivery of a mix of high-quality graphic images, animations, text and audio.

The product information presented is tailored to the individual user, as identified during the log-on procedure.

The disc can be used by sales representatives to focus on the product's features and benefits, by customers to make sure they are making a well informed purchasing decision, and by service engineers who can carry out technical training without access to the real equipment.

This application will be used as a fully functional prototype for the development of a CD-I title to be used in the field.

IMS signs distribution agreement

Philips IMS has signed a contract with Munich-based video licensing company VCL/Carolco Communications GmbH for distribution rights to an extensive catalogue of top-class movies.

Next to this agreement, VCL/Carolco will distribute the repertoire in the Philips CIC Laser Disc catalogue, which includes many successful titles from Universal and Paramount studios such as 'ET', 'Top Gun', 'Out of Africa', 'Back to the Future' and many other mega-hits that have made film history.

Also included in this agreement are classical concerts by conductors Georg Solti and Zubin Mehta, as well as jazz performances by artists like Chick Corea.

This software range was presented by VCL/Carolco on the Philips stand at the recent IFA exhibition in Berlin.

Under this contract, a total of 51 movie titles and 18 classical and jazz musical performances on Laser Disc are due to be released in the period up to April 1992.