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New US campaign brings the CD-I experience to millions of consumers

John Hawkins is new director of IMS

The new director of Philips Interactive Media Systems is John Hawkins, who will lead the development and international marketing of products like Compact Disc Interactive, CD-ROM and related formats. John Hawkins (39) has almost 20 years of experience in business communications, including a wide range of computer and telecommunications products like PABX, key systems, data-comms, WP, dictation, PCs, mini-computers, software productivity and networks.

Mr. Hawkins, who has English nationality, started with Philips in 1973 in the telephone rentals business. In recent years he was Managing Director of Philips Business Systems group in the UK. After a year with DEC (Digital Equipment Corp.) he now returns to Philips.

The coming decade will see a progressive merging of the worlds of telecommunications, computing and television. According to Mr. Henk Bodt, CEO and Chairman of Philips Consumer Electronics, John Hawkins' knowledge and expertise in these fields played an important role in the decision to name him general manager of the strategically important IMS group.

A new mass media advertising campaign is bringing CD-I to the attention of millions of consumers in the USA right through the peak year-end sales season. This campaign is the largest-ever marketing effort for a single product by Philips in the USA, and comprises TV commercials, print advertisements, dealer promotions supported by Philips personnel and special store displays.

Prime-time TV and cable programming

The TV commercials are running on highly visible prime-time TV programming through into 1993, and are supported by heavy cable TV programming featuring direct response spots (DRTV). Consumers can call a toll-free number to ask for a free CD-I information kit and the name of their nearest Philips CD-I dealer.

'Capture the experience' theme

Theme of the campaign is 'Capture the Experience', reflecting the communications challenge to capture the essence of CD-I's benefits in a fun and understandable way. The commercials create impact by their use of some of the most exciting programming content in the catalogue of 78 CD-I titles to dramatically illustrate the involvement and enjoyment of using the system. The 'morphing' technique, in which real-life objects melt into a CD-I disc, shows the strong link between CD-I and the experience it brings to the user.

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IMS NEWSLETTER

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PHILIPS

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Philips Presents The Imagination Machine

The available CD-I titles offer you a whole new world of entertainment and education. It's all in the palm of your hand. Philips presents CD-I titles that are available on CD-I titles.

Now You Can Hold Some Of The World's Most Amazing Experiences In The Palm Of Your Hand.

And when the simple operation is made to your television, the door is open to the exciting world of entertainment and education.

Another First From Philips PHILIPS

This Goes In Here.

Philips Presents The Imagination Machine.

You Come Out Here.

Another First From Philips PHILIPS

Print ads in general-interest media tell consumers how they can get into some of the world's most amazing experiences, with CD-I. The ads feature a selection of experiences available on CD-I titles.

In a series of advertisements in special-interest media, consumers load a CD-I disc and 'come out here': in the real-life world of Renaissance art galleries in Florence and other experiences featured on CD-I titles.

Philips Presents The Imagination Machine

Introducing Something Totally New For Saturday Morning. Quality Programs.

Another First From Philips PHILIPS

Aimed at the children's titles market, this ad shows how CD-I can make Saturday morning TV viewing a more positive and involving experience for kids thanks to CD-I.

ample double-page ads in general-interest magazines and news weeklies with the headline 'Now you can hold some of the world's most amazing experiences in the palm of your hand'. Also appearing are a series of 1- and 2- page ads in a wide range of special-interest media. These use the theme 'This goes in here' (the CD-I disc is inserted in the player), after which 'You come out here', where the user is transported to the real-life world of Renaissance art galleries in Florence, the Smithsonian Institution, the Palm Springs Open golf tournament and other CD-I titles.

Philips personnel provide in-store support

Nationwide promotion of CD-I in retail outlets is being provided by a net-

work of 100 Philips regional sales specialists. These personnel, trained by PCEC to demonstrate and sell CD-I players and discs, will make hundreds of thousands of presentations to consumers in the coming months, using special travelling displays erected in stores.

All advertisements and other materials have the pay-off line 'Another First from Philips', underlining Philips' history of major innovations in the consumer electronics industry.

For further information about this new CD-I campaign in the USA, please contact Mr. Bram van Woudenberg at IMS Eindhoven, tel. +31 40 735911, fax. +31 40 736094.

The campaign includes five TV commercials: the 60-second 'Capture the Experience' spot and a DRTV version, both featuring scenes from the 'Treasures of the Smithsonian', 'Pinball' and 'Sandy's Circus' discs; plus three 15-second spots using the 'Cyber City', 'Mozart' and 'Power Hitter' titles. In the 'Smithsonian' version, a family are admiring a dinosaur skeleton when a voice-over says: "What if you could go to the Smithsonian any time you wanted without leaving your living room?". Then the dinosaur transforms into a silvery blob, which becomes a shiny compact disc. The spot also shows scenes from the 'Pinball' and 'Circus' titles, in which the pinball machine and a circus seal are again transformed into CDs.

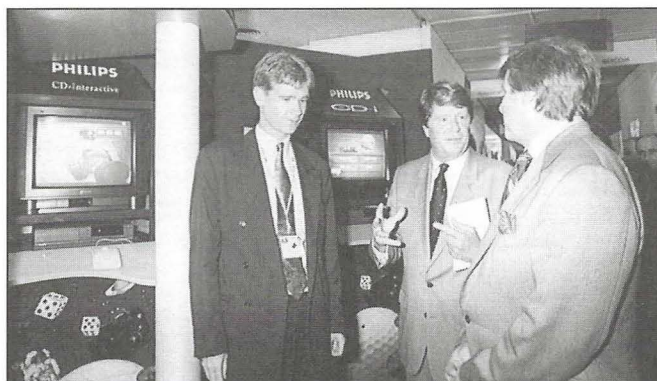
Range of print advertisements

Supporting print ads are already running in leading national media. For ex-

IMS shows FMV at MIPCOM, Cannes

IMS demonstrated CD-I with Full Motion Video (FMV) at the MIPCOM (International Film and Programme Market for TV, Video and Satellite), held in Cannes from 12 - 16 October. CD-I was presented as the ideal platform for a wide range of programme material, for example interactive movies, with its FMV capabilities and interactivity as important benefits to the film industry target group.

This year's MIPCOM, attended by representatives from almost 1600 companies in 81 countries, saw the first participation by Philips IMS as a supplier of an increasing variety of entertainment and educational software on the CD-I format. The Philips stand featured a number of software demonstrations, which visitors could use to assess the potential of the CD-I medium for themselves.



Mr. Xavier Roy (right), Director General of the Midem group which organises the MIPCOM, visited a selected number of stands together with the Mayor of Cannes. At the left, Mr. Koen Bouwers of Philips IMS welcomes the guests to the Philips IMS stand and its CD-I exhibits.

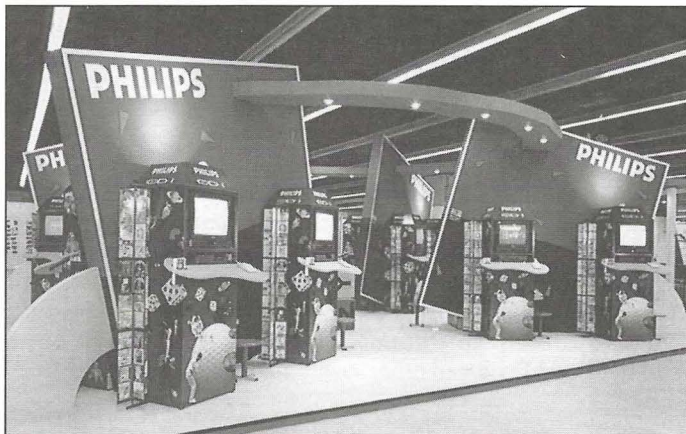
Joint venture with Chargeurs includes Pathé material

The French audio-visual company Chargeurs has formed a joint venture with Philips France to produce CD-I programmes. A potential subject area for future programmes will be the stocks of archival film material held by Pathé Télévision, a subsidiary of Chargeurs, and one of the largest and most important film archives in the world.

This announcement follows recent investments by Chargeurs in the USA (through Action Pay Per View TV and Savoy) and the UK (Guild Entertainment), and represents a further broadening of the company's activities in the field of audio-visual communication.

Bookshop owners ask 'When can we sell CD-I?' at Book Fair

After three years of attendance by Philips IMS at the annual Frankfurt Book Fair, CD-I is suddenly the centre of a lot of interest in the book publishing and retailing world, now that the system has been launched to consumers in Europe. While the retail trade in past years has regarded the system more as an interesting technical novelty, this year representatives on the Philips stand were fre-



Some of the 16 'Fun Tower' CD-I demo systems on the 210 square metre Philips stand at the Frankfurt Book Fair. A total of 32 software titles were available for visitors to try out for themselves.

Motorola and Philips announce joint chip development centre

Motorola and Philips have announced the establishment of a joint chip design centre in Eindhoven. The MPDC (Motorola Philips Design Centre) will accelerate the development of future ICs for CD-I and related multimedia products, to facilitate the integration of future extensions of the CD-I system and to achieve fast cost reductions for player components.

After working together for several years in the development of CD-I chips, the two companies decided to set up the

new centre to prepare themselves for the emerging multimedia market. Mr. Henk Bodt, CEO of Philips Consumer Electronics, said: "a large global market will develop for CD-I and Motorola, with its global semiconductor manufacturing facilities and the winning 68000 architecture on which CD-I is based, turned out to be the ideal partner to work on this project."

The first result of this co-operation is the earlier integration of new ICs in the Philips CDI 220 player.

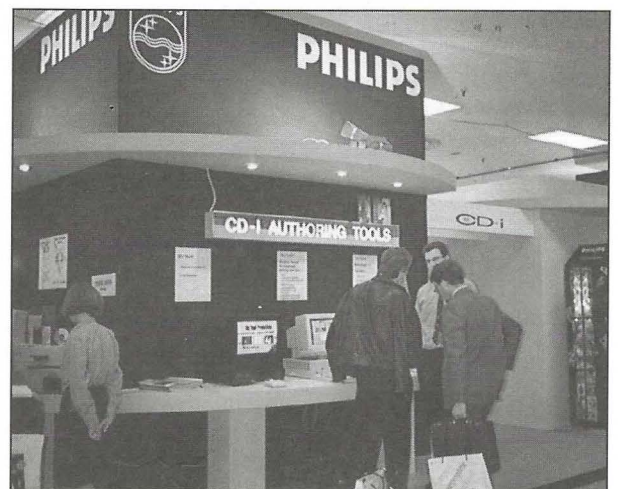


Mr. Henk Bodt (right), CEO of Philips Consumer Electronics, at the announcement of the new MPDC (Motorola Philips Design Centre) in Eindhoven, together with Mr. Barry Waite, Senior Vice President and General Manager of Motorola European Semiconductor Group.

quently asked "When can we sell CD-I?"

The Book Fair was held from 29 September to 5 October. Philips IMS had a 210 square metre stand featuring 16 CD-I 'Fun Tower' demo stands. Visitors could use these

to try out a total of 32 software titles, covering children's, educational, special interest and games categories.



Another important event for CD-I was the Multimedia and CD-ROM exhibition, which was held in Wiesbaden, Germany, from 7 - 9 October. Philips participated in this exhibition in co-operation with seven partners. Most attention on the Philips stand was devoted to the range of CD-I authoring systems from IMS, and the CDD 521 CD Recorder, which allows programme producers to make their own discs, either on a one-off basis or in small production runs.

Spanish CD-I launch at Sonimag, Barcelona

Philips Spain took the opportunity of the Sonimag exhibition, held in Barcelona from 14 to 20 September, to introduce CD-I to the Spanish consumer market. This exhibition - Europe's most important in the consumer electronics field after the Funkausstellung in Berlin - was attended by over 325,000 visitors, as well as more than 20,000 professionals from the industry and retail trade.

Featured on the 1,000 square metre Philips stand were all the Philips consumer electronics products, together with a large display and demo area devoted to CD-I. The exhibition was officially opened by the Spanish Deputy Prime Minister Mr. Narcís Serra, who also paid a visit to the Philips stand after the opening ceremony.



Mr. V. Carreras, IMS Manager of Philips Spain, demonstrates a CD-I title to the Spanish Deputy Prime Minister Mr. N. Serra (at right of Mr. Carreras), during the visit to the Philips stand at the Sonimag exhibition. Also shown on the photo are Mr. A. Sabaté (left), Consumer Electronics Manager of Philips Spain, Mr. W. den Tuinder (centre), President of Philips Spain, and Mr. J. Clos, Alderman of Barcelona.

Echo Publishing of Taiwan enters CD-I

Echo Publishing Company Ltd. of Taiwan is to enter the CD-I publishing field through an agreement with Philips Interactive Media International to co-



Linda Wu, Editor in Chief of Echo Publishing, and Gordon Stulberg, Chairman of the Board of PIMI, sign the CD-I co-operation agreement between their two organisations.

operate in the development and production of software titles. Through this agreement Echo Publishing, a large but still privately owned publishing house in Taiwan, will expand its current base of children's educational and cultural titles and enter the new CD-I market.

Specifically, Echo plans to bring a selection from its range of over 300 Chinese-language children's publications to life by reproducing them on CD-I discs.

The company will redevelop its existing audio-visual studios with technical support from Philips, and send its software designers and engineers to a special Philips regional CD-I training facility. Philips will receive rights to distribute Echo's discs in agreed markets outside Taiwan.

Sino United Publishing starts with 'Forbidden City' disc

The first disc to be produced under a new agreement between Philips Interactive Media International and Sino United Publishing Holdings Ltd. of Hong Kong will be about Beijing's Forbidden City - describing the treasures, architecture and life at the Emperor's Court during the Cjing Dynasty.

Other productions will include titles relating to the art and culture of China and Hong Kong, which are expected to have a wide appeal in the international CD-I market.

Philips will provide technical expertise for this project, including seminars and workshops for the staff of Sino's new Electronic Publishing Division. Philips will also handle the worldwide marketing and distribution of the titles produced under this agreement.

GTE ImagiTrek announces interactive TV system using CD-I player

GTE ImagiTrek has started testing its interactive TV system, in which TV programmes interact with material stored on CD-I discs. This test phase follows an earlier announcement in May 1992 about the joint development of technology and software for the system by GTE and Philips IMS. Interactive TV allows viewers of cable or broadcast TV to use CD-I to retrieve information or images related to the programme they are viewing.

Additional system partners for the test phase are The Discovery Channel and World Book Inc. Discovery is transmitting its regularly scheduled programmes, including an encoded signal used by test viewers to call up information provided by World Book and other sources.

According to GTE, the system allows viewers to watch TV as normal, while at the same time having access to a wealth

of relevant information. The CD-I system is automatically cued to the right position on a disc by Discovery's encoded signal, allowing additional audio and video material to be presented while viewing the TV programme. Enhanced CD-I hardware is being provided by Philips.

The test is taking place in around 70 homes in Cerrito, California, which are already participating with GTE in testing other advanced services.