• The Canadian Multimedia Show •

CALGARY
The Canadian Multimedia Show
1994

November 7 - 9, 1994
Calgary Convention Centre
Calgary,
Alberta, Canada

Daily Time Table

Keynote:	08:30 - 09:45
Seminars:	10:00 - 10:45
	11:15 - 12:00
Lunch:	12:00 - 13:30
Seminars:	13:30 - 14:15
	14:30 - 15:15
Forum:	15:45 - 17:15
Exhibits:	10:00 - 18:00

Preliminary Conference Program

• Workshops •

Monday, November 7

#W1
9:00 - 12:00
Developing Multimedia Applications
Host - Rick Roder, President, Videodisc Systems
This workshop will give participants an in-depth look at the design and development issues and tools necessary to develop multimedia applications. Many of the most frequently asked questions will be addressed and participants will have hands-on opportunities with some of the tools.

#W2
9:00 - 12:00
CD-ROM Technologies: An Introduction
Host - TBA
CD-ROM technologies are revolutionizing the way information is stored and disseminated because they provide for mass storage of audio, compressed video, graphics, animation and computer data with exceptionally low cost replication. This workshop examines many facets of CD-ROM technologies.

#W3
14:00 - 17:00
Designing Interactive Multimedia
Host - Rick Roder, President Videodisc Systems
This workshop is aimed at video producers, script writers and instructional designers. The purpose is to examine issues in designing interactive multimedia programs ranging from interactive scripting to screen design and video compression.

#W4
14:00 - 17:00
Multimedia Graphics
Host - Paul Smith, President, Primary Imaging Products
Participants will get an overview of animation techniques and be shown how they can be integrated into multimedia presentations and video productions. In addition, you will be given a hands-on look at various multimedia graphics programs.

Tuesday, November 8

#W5
9:00 - 12:00
Developing Multimedia Applications
Host - Rick Roder, President, Videodisc Systems
This workshop will give participants an in-depth look at the design and development issues and tools necessary to develop multimedia applications. Many of the most frequently asked questions will be addressed and participants will have hands-on opportunities with some of the tools.

#W6
9:00 - 12:00
Multimedia Graphics
Host - Paul Smith, President, Primary Imaging Products
Participants will get an overview of animation techniques and be shown how they can be integrated into multimedia presentations and video productions. In addition, you will be given a hands-on look at various multimedia graphics programs.

#W7
14:00 - 17:00
Designing Interactive Multimedia
Host - Rick Roder, President Videodisc Systems
This workshop is aimed at video producers, script writers and instructional designers. The purpose is to examine issues in designing interactive multimedia programs ranging from interactive scripting to screen design and video compression.

#W8
14:00 - 17:00
Creating Multimedia for the CD Format
Host - BetaCorp Technologies Inc., Toronto
Whether you are interested in creating your own multimedia CD-ROM, or just learning how it is done, this hands-on workshop is for you. From hardware to design, you will be shown the process and issues to consider.

Wednesday, November 9

#W9
9:00 - 12:00
CD-ROM Technologies: An Introduction
Host - Glenn Sanderse
CD-ROM technologies are revolutionizing the way information is stored and disseminated because they provide for mass storage of audio, compressed video, graphics, animation and computer data with exceptionally low cost replication. This workshop examines many facets of CD-ROM technologies.

#W10
9:00 - 12:00
Creating Multimedia for the CD Format
Host - Mirsad Pita, BetaCorp Technologies Inc., Toronto
Whether you are interested in creating your own multimedia CD-ROM, or just learning how it is done, this hands-on workshop is for you. From hardware to design, you will be shown the process and issues to consider.

#W11
14:00 - 17:00
Multimedia Authoring Tools
Host - Gail Kopp First Class Systems
Having trouble deciding which multimedia authoring tool you need? This hands-on workshop will present an overview of the leading multimedia authoring tools in the current market, a discussion of future trends and current pitfalls, and demonstrations of applications created in Authorware, Hypercard, IconAuthor, Tencore and Toolbook.

#W12
14:00 - 17:00
Multimedia on the Internet
Hosts -Ted Ritzer, Author Databahn 2000, Chris Woodill, Accomplished Internet Surfer
Internet use is growing at an unprecedented rate. It is easy to get lost on the information superhighway. Find out how to use the internet and the information highway - from the ground up. Discover Mosaic and see how this technology is revolutionizing the way we communicate. Seatbelts are mandatory.

• Seminars • Morning •

Monday

#1 **Keynote 08:30 - 9:45**
Rockley Miller
Publisher/Editor, Multimedia and Videodisc Monitor,
President, Future Systems Inc.
Falls Church, Virginia
Multimedia Today - An Overview

Widely regarded as a leading authority in the field, Mr. Miller will draw on fifteen years of experience in multimedia and videodisc technologies to provide us with an insightful, provocative and entertaining overview of the industry today and its likely directions in the immediate future.

#2 **10:00 - 10:45**
Shawn Abbott
Chief Scientist,
Rainbow Technologies, Irvine, CA
The Future of Software and Information Trade

Customers are being offered many new methods of purchasing software and information. From encrypted CD-ROMs to other new media waiting in the wings. It is this new media that form the most significant promise of the information highway. Each media has its own merits making it unlikely that there will be a single winner. It is clear though, that the outcome will affect the way software is designed, marketed and consumed. What will be examined is the technology and security concepts required to make it a reality. The market forces and driving trends will also be explored in order to assess the impact and opportunities for the software and information developer.

#3 **11:15 - 12:00**
Brian R. Gaines
Director,
Knowledge Science Institute,
University of Calgary
Supporting Collaboration through Multimedia Digital Document Archives

This presentation reports on the practical experience of supporting a number of communities and projects through the use of the Internet and CD-ROM. This session includes an overview of the technologies available, their accessibility, ease of use and the impact of collaborative activities. The focus will be on practical problems that arise, the limitiations of exisiting technologies, and how these may be overcome.

Tuesday

#7 **Keynote 08:30 - 9:45**
Ken Christie
Director, Marketing and Communications,
Interactive Multimedia Association
Indiannapolis, Indiana
Breaking Down the Barriers

The convergence of multimedia and interactive technologies has raised issues and demands on the vertical industries trying to utilize these new tools to expand their businesses. Among the types of barriers slowing down the proliferation of interactive multimedia are compatibility, interoperability and intellectual property protection. Government policy is also becoming a factor in areas unused to regulation. How the Interactive Multimedia Association and other groups are addressing these barriers and working together to meet key challenges will be the subject of this presentation.

#8 10:00 - 10:45
Robert Aston
Founder, Market Vision
Santa Cruz, California
Multimedia-Gateway to the Next Millennium

Five years of extensive multimedia market research will be summarized, including an evolving definition of multimedia from dynamic data to interactivity. Mr. Ashton, will bring his 16 years of market research and technology application experience for companies as diverse as 3M and Microsoft to bear on the multimedia field and provide an interesting tour through the evolving markets for video games, interactive television, portable devices, and communication devices such as PDA's and PCS's. Mr. Ashton will also show how the market has segmented and provide a five year forecast for the multimedia market based on his company's research.

#9 **11:15 - 12:00**
Tom Keenan
Dean, Continuing Education
The University of Calgary
Copyright Issues and Computer Security: A Crash Course for Developers and Marketers

Familiar to many as a science reporter for CBC Television, Radio and Newsworld's Canada Live, Dr. Keenan specializes in computer security and issues of copyright. He will explore the impact of digital imaging and multimedia on copyright and distribution of materials, and take us on a challenging ride through the security issues on the multimedia information highway. Class A clearance required for this tour.

Wednesday

#13 **Keynote 08:30 - 9:45**
William Graves
Professor, Mathematics,
Professor, Information Science,
Associate Provost,
Information Technology,
University of North Carolina
at Chapel Hill
Toward a National Learning Infrastructure

Dr. Graves is motivated by the belief that education's future depends on how effectively and efficiently it deploys information technology to improve instruction and public service. He developed the IBM Consulting Scholar Program and is Chair of Educom's National Learning Infrastructure Initiative. Dr. Graves will discuss the need to create interactive worlds which engage all human senses in learning. Moreover, he will highlight the need for educators to join forces with education's non-profit and commercial supporting cast to take advantage of computer, video networks and technologies that are driving the industrial economy into the knowledge economy along the information superhighway.

#14 **10:00 - 10:45**
Saul Greenberg
Associate Professor,
Computer Science
The University of Calgary
Real Time Groupware on the Information Highway

A researcher in computer supported cooperative work and groupware, Dr. Greenberg will discuss groupware design principles and system development, and how they can be used on the information highway. Collaborative real time interaction between sites across the world has amazing implications for the future. Dr. Greenberg will challenge your imagination as he demonstrates some of the possibilities.

#15 **11:15 - 12:00**
Luther Haave
President, Home Theatre,
VP and GM, Superchannel
Cellularvision: A View into the Future

Take a look at "the fibre optic pipe in the air" and the potential for the future of interactive television, business communications, medical applications, and distance education through the use of cellularvision. Mr. Haave will discuss the results of his company's trials of cellularvision (demonstration included) and implications for the future.

• Luncheon Speakers 12:00 - 13:30 •

Monday

Videogames and Multimedia
"Is The Game Over?"
Stan Samole, *President*
Fidelity Electronics of Canada

Tuesday

Infoport - Gateway to the World of Multimedia Applications
Bill Croft, *President* of the Calgary Research and Development Authority.

Wednesday

By Choice, By Chance, By Birthright
Who Controls the Information Superhighway?
Brian Napier, *Chairman & CEO,* Canadian Business Telecommunications Alliance

• Seminars • Afternoon •

Monday

#4 **13:30 - 14:15**
Larry Katz
Director,
Computerized Sport Systems Group
The University of Calgary
Edutainment: The Future of Video Games and Technology in Education and Learning
Televison and video games are having a major impact on the way children learn. Some children spend as much time in front of video games as they do at school. No wonder the entertainment industry has become heavily involved in multimedia development, investing millions of dollars in computer games. With the demise of the cold war, the huge military industrial complex is also looking for new markets. This presentation will look at the implications of these changing forces on education including the risks, thrills, interactivty and the learning value of Edutainment.

#5 **14:30 - 15:15**
Perry Reeves
Director, Educational Support
Pioneer New Media Technologies
Long Beach California
Interactive Videodiscs: The Forgotten Technology
No other multimedia format offers the quality, capacity, ease of use, or access speed of videodisc technology. With the move toward video compression and digital storage, many developers have ignored or forgotten the capabilities of analog videodiscs. This session will explore the many ways that videodiscs are being used in education, industry and point of purchase applications and discuss the complimentary role that laserdisc technology plays in the multimedia environment.

#6 **Forum 15:45 - 17:15**
Moderator - Michael Szabo
Professor, Adult,Career and Technology
University of Alberta
Current Research and Guidelines for the Use of Interactive Multimedia with Adults
Panelists - TBA

Tuesday

#10 **13:30 - 14:15**
Dan Chugg
President, Vicom
Edmonton, Alberta
Interactive Multimedia: Providing a Competitive Advantage
Effective educators and trainers are constantly looking at different ways of dealing with the realities and demands of today's learning environments. An educator, video producer and corporate communications specialist, Mr. Chugg will look at how today's successful educators and trainers utilize technology to develop meaningful and effective delivery strategies.

#11 **14:30 - 15:15**
Robert Calis
President,
EyeTel Communications Inc.
Vancouver, B.C.
Tying the Tools Together
An award winning developer of visual telecommunication technologies, Mr. Calis will be discussing the need for a much easier communication system for the '90's. He will discuss: mail, fax, voice mail, E-mail, video conferencing, teleconferencing, couriers and postal service. Those who have the best information at their fingertips will be the leaders in their field.

#12 **Forum 15:45 - 17:15**
Moderator - Ken Christie,
Director, Marketing and Communications,
Interactive Multimedia Association
Indiannapolis, Indiana
Road Warriors on the Information Highway
Even with the information digital superhighway now being built, there has been much construction and destruction of other "roads" leading to the highway. This session will provide "war stories," insights and other anecdotes from industry professionals who have the scars from years on the "bleeding edge". The focus will be on the lessons learned in order to help others avoid making the same mistakes in their own multimedia travels.
Panelists - TBA

Wednesday

#16 **13:30 - 14:15**
David Kahaner
Associate Director,
U.S. Office of Naval Research
Tokyo, Japan
A View from Japan
An internationally recognized Asian specialist, Dr. Kahaner is performing competitive assessments of the technology throughout Pacific Asia, with special emphasis on computing. His research is supported by the United States Office of Naval Research and the National Institute of Standards and Technology. This presentation will highlight multimedia and virtual reality developments in Japan, and discuss Dr. Kahaner's goal of developing technology based information services focused on activities in the Asian region that will be of strategic and business value to both Westerners and Asians.

#17 **14:30 - 15:15**
Douglas MacLeod
Program Director,
Computer Applications & Research
Banff Centre for the Arts
Overview of Virtual Reality
Virtual Reality is a new medium which uses real time graphics and interactivity. Through the art and virtual environments project, the Banff Centre became one of the foremost institutions for the study of virtual reality. Over the course of 2 years, eight internationally renowned groups of artists have developed unique and provocative virtual reality works. This presentation will highlight those works and their implications.

#18 **Forum 15:45 - 17:15**
Moderator - Rockley Miller
Publisher/Editor, Multimedia and Videodisc Monitor,
President, Future Systems Inc.
Falls Church, Virginia
Multimedia Developers: New Models

Panelists - TBA

• Registration •

Please complete and submit one form for each registrant. For your convenience, you may photocopy this form.

Early bird deadline:
September 30/94

Exhibition Only!!!
Pre-register for only $5
($15 at the door)
Includes GST

Full conference registration includes:
• All seminars •
• Exhibition •
• CD ROM •
• Show Guide •
• Proceedings •
• Lunch (Mon, Tues, Wed) •
• Luncheon Speakers •

Groups and Educators
Groups of 5 or more are eligible for 10% off the registration fee. They may be comprised of people from the same company or regional organization. Educators are also eligible for 10% off the registration fee.

Cancellations and Refunds
Cancellations received before October 15 are subject to a $60 administrative fee. No refunds will be issued after this date.

Register by:

Mail: With payment to:
Margaret-Anne Stroh
The University of Calgary (OVC)
1833 Crowchild Trail N.W.
Calgary, Alberta T2M 4S7
Phone: Toll free: 1 800 265-2494
Calgary: 220-6229
Edmonton: 481-7017
Fax (available 24 hours):
Calgary: (403) 284-4184
Edmonton: (403) 486-3301

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Name: _____

Company: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Telephone: ( ) _____

Fax: ( ) _____

2 Full Conference

Full registration includes 50% discount on workshops

Early Bird	Regular	Amount Due
☐ $395	☐ $495	$ _____

3 Day Rate (includes show guide and exhibits)

Early Bird		Regular	
☐ $150	Monday	☐ $175	
☐ $150	Tuesday	☐ $175	
☐ $150	Wednesday	☐ $175	$ _____

4 Workshops (50% discount if full conference registrant)

Early bird workshops: $85 each Regular Workshops: $95 each

Monday	☐ W1	☐ W2	☐ W3	☐ W4
Tuesday	☐ W5	☐ W6	☐ W7	☐ W8
Wednesday	☐ W9	☐ W10	☐ W11	☐ W12

$ _____

5 Seminars (Included with full conference)

Early bird seminars: $40 each Regular seminars: $50 each

Monday:	AM	☐ S1	☐ S2	☐ S3
	PM	☐ S4	☐ S5	☐ S6
Tuesday:	AM	☐ S7	☐ S8	☐ S9
	PM	☐ S10	☐ S11	☐ S12
Wednesday:	AM	☐ S13	☐ S14	☐ S15
	PM	☐ S16	☐ S17	☐ S18

$ _____

6 Luncheon Speakers (Included with full conference)

Early bird: $55 each Regular: $65 each

Monday ☐ L1 Tuesday ☐ L2 Wednesday ☐ L3

$ _____

7 Method of Payment

Total Amount Due (please add 7% GST) $ _____

Cheque enclosed (payable to: The University of Calgary) ☐

VISA: ☐ Mastercard: ☐

Card #: _____ Expiry date: _____

Name on card: _____ Signature: _____

THE UNIVERSITY OF CALGARY

The CD-ROM Store & Laser Disc Centre