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## Full Motion Video CD-I steals the show at International Multimedia Conference

A dramatic demonstration of Full Motion Video on CD-I was the highlight of the International Conference and Exposition on Multimedia & CD-ROM, held in San Francisco from 9 to 13 March. IMS director Gaston Bastiaens told delegates that FMV now matches VHS video quality and satisfies consumer demands.

According to press reports, this demonstration strengthened Philips' efforts to ultimately establish CD-I as a central home entertainment console, combining games, education, interactive motion pictures and music.

The audience at the Multimedia Conference responded with spontaneous applause when Mr. Bastiaens showed excerpts from the movie *License to Kill* and the Three Tenors operatic concert featuring Carreras, Domingo and Pavarotti.

This demonstration followed the prediction at last year's conference that the then newly defined MPEG (Moving Pictures Expert Group) standard would provide over an hour of moving colour video with better-than-VHS video quality and CD-like sound quality on a 12 cm CD.

Confirmation of this prediction has now been provided, showing beyond doubt that full-screen video is a practical proposition on the CD-I format.

The secret behind FMV is a new chip set made by Philips, Motorola and the US company C-Cube. These chips are now production-ready to go into the latest CD-I players. A plug-in cartridge containing these chips is expected to be made available to add an FMV upgrade to existing base-case players.

As far as interactive movies are concerned, CD-I could prove to be an attractive carrier subject to the 72 minute playing time limit of a single disc. Mr. Bastiaens denied that Philips would promote CD-I as a movie carrier, saying that the movie industry itself would have to decide what to do with the format.

The much lower cost of pressing a CD-I disc with FMV, compared with a two-hour Laser Disc or duplicating a VHS tape of the same length, represents a price differential that software publishers cannot ignore, according to Mr. Bastiaens. In addition, CD-I's interactivity adds extra opportunities to film companies, for example by releasing interactive, user-driven versions of existing movies.

With this blend of video and audio performance, CD-I is ready for exploitation today, Mr. Bastiaens told the conference. "Our strategy is to concentrate on the existing CD-I platform, and to quickly bring to the market applications that give more than enough customer satisfaction with respect to interactivity and multimedia."

**IMS NEWSLETTER**

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**PHILIPS**

All 2300 personnel of Philips Netherlands are taking part in a demonstration campaign to familiarise them with CD-I, which will be introduced later this year. According to Erik Koelewijn, project manager for CD-I in Philips Netherlands' IMS group, "We want to make all our personnel enthusiastic ambassadors for CD-I. This is a relatively complex product, which needs to be explained and demonstrated to the public at large. And we believe that the best place to start is with our own personnel."

A series of one-hour demonstrations are currently being held, including an introduction to CD-I followed by a hands-on session in which personnel can experience CD-I for themselves. The demonstrations are given by the training and sales promotion group, who have been given a comprehensive CD-I training. After the demonstrations, personnel are given an information package which they can read at their leisure.

To broaden awareness still further, a Saturday matinee programme was held on 21 March for children of

## 'Ambassadors for CD-I': personnel action in Netherlands



*Between 600 and 700 children took the opportunity to try out CD-I for themselves, at a Saturday matinee programme held by Philips Netherlands on 21 March.*

personnel, who were allowed to bring their friends with them. Between 600 and 700 children came along to this event, at which they had the opportunity to play with 100 CD-I players and to enjoy a number of other entertainments.

Continuing this programme, 50 CD-I players will be located at

various points in the Philips Netherlands organisation from 1 April for personnel to use as they wish.

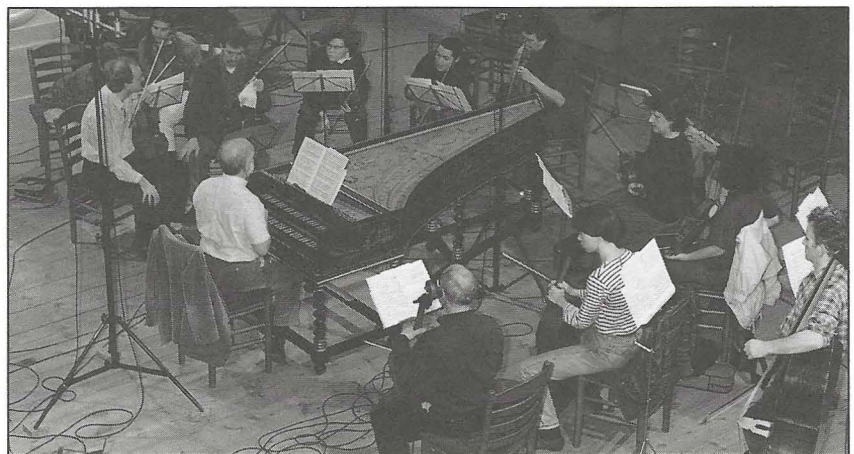
Also planned is a special offer on a CD-I player and software package, to make it even more attractive for Philips personnel to buy a CD-I player.

## Annual report on CD-I

CD-I has been used for the first time to present an annual report by the Stichting Technische Wetenschappen (technical sciences foundation) of Utrecht, the Netherlands. STW performs and promotes technical and scientific research and its applications, and performs a 'clearing house' function between research institutes in the Netherlands and commercial organisations that can make use of the work.

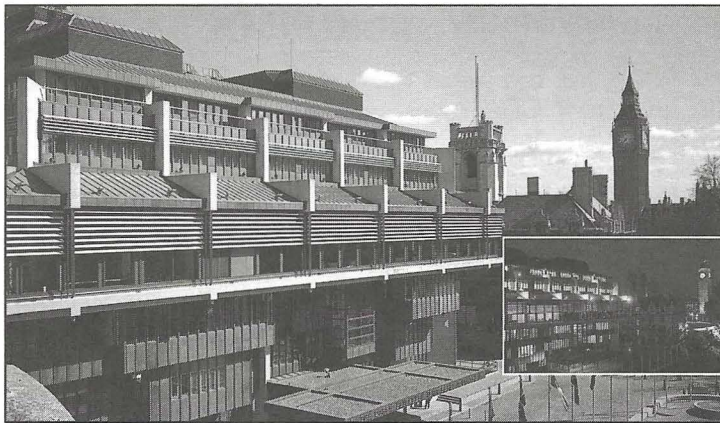
The production costs of the disc were subsidised by the Ministry of Economic Affairs. Philips is involved in around 100 of STW's 400 current projects, in areas like custom chips, laser technology, image processing, microscopy, consumer electronics and sensors.

## First major European orchestral recording of CD-I sound track



*The first recording by a major European orchestra of a sound track for a CD-I disc took place in Haarlem, the Netherlands, on 24 February. This recording by the Amsterdam Baroque Orchestra, conducted by Ton Koopman, was for the new ArtSpace production Dutch Masters. The Amsterdam Baroque Orchestra, established in 1979, is an international chamber orchestra consisting of musicians - many of them baroque specialists - from Belgium, France, Germany, Italy and the USA. The strength of the orchestra varies from a 'miniature' composition of five strings plus harpsichord, up to the normal thirteen strings, three to five wind instruments and a harpsichord.*

# 3rd Multimedia Conference & Exhibition on CD-I, London: opportunity to invite your customers!



The Queen Elizabeth II Conference Centre, London, venue for the 3rd Multimedia Conference & Exhibition on CD-I.

28 - 29 April 1992, Queen Elizabeth II Conference Centre, London  
The 3rd Multimedia Conference & Exhibition on CD-I ▶▶

COMPACT  
disc  
Interactive

Coming up on 28 and 29 April is the 3rd Multimedia Conference & Exhibition on CD-I, to be held at the Queen Elizabeth II Conference Centre in London. This important event, entitled 'CD-I: a market reality', is sponsored by Philips, Sony, Matsushita and the Swedish company Bra Bocker.

The programme for this year's conference covers three main subject areas: What to make (the subjects offering opportunities for CD-I titles), How to make it (CD-I production resources, including studios and authoring tools), and Where to sell it (review of the European, US and Far East markets and their opportunities).

A large exhibition will be open right through the conference, and

will allow delegates to experience the latest hardware and software developments for themselves.

Copies of the brochure describing this conference are available if you want to mail them to those who you believe may be interested in attending, for example publishers, studios and the trade.

For more information, please contact Bram van Woudenberg at

IMS Eindhoven, tel. +31 40 735911, fax +31 40 736334.

To register, please contact: The Event Organisation Company, 8 Cotswold Mews, Battersea Square, London SW11 3RA, tel. +44 71 228 8034, fax. +44 71 924 1790.

## Photo CD adds audio capability

A number of new features have been added to the Photo CD standard to allow sound, text and graphics to be recorded on Photo CD discs, along with photographic-quality images.

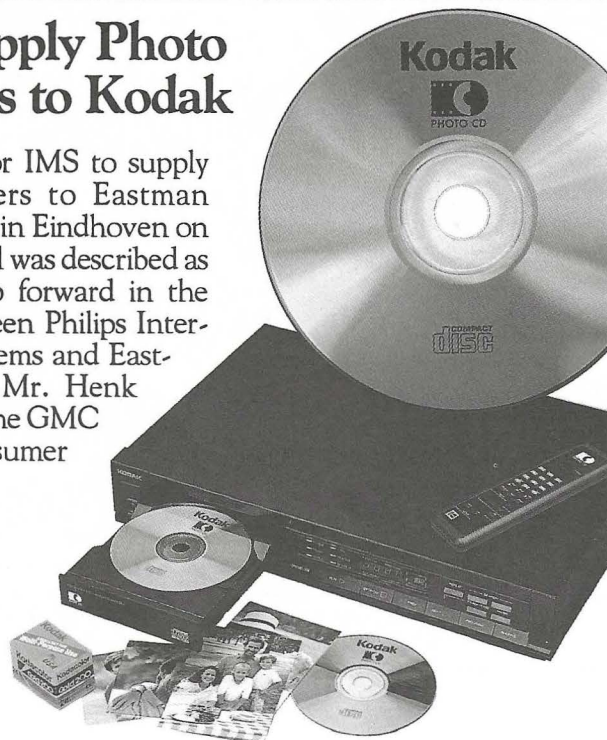
These new features will greatly increase the attractiveness of the Photo CD system, especially for publishing material like collectors' and special-interest titles, in the professional field for image publishing and distribution, and for numerous custom applications from creative photofinishers.

The Photo CD authoring platform will create new business opportunities through the addition of sound, text and graphics, enhancing personal picture enjoyment as well as allowing the creation of multimedia business presentations.

Prerecorded Photo CD discs will carry up to 800 images, or up to 72 minutes of CD-quality sound, or any combination of these.

## IMS to supply Photo CD players to Kodak

A contract for IMS to supply Photo CD players to Eastman Kodak was signed in Eindhoven on 9 March. This deal was described as "a significant step forward in the relationship between Philips Interactive Media Systems and Eastman Kodak" by Mr. Henk Bodt, member of the GMC and CEO of Consumer Electronics.



## NEW TITLES

### New CD-I games from PIMA

Four new CD-I titles from PIMA (Philips Interactive Media of America) combine 'action, mystery, strategy and pure, unadulterated fun'.

"These titles offer unprecedented levels of fun and engagement, while presenting unique, thoroughly engrossing challenges to the user", according to Dr. Bernie Luskin, president of PIMA. "These additions to the title catalogue are rich in entertainment and education value, and demonstrate the superiority of games produced for Philips CD-I".

The four new titles are '3rd Degree', an interactive guessing game that challenges players to guess the response of their teammates or opponents to a variety of personal and social dilemmas; 'Defender of the Crown', a test of strategy, gallantry and skills in a pageant of ancient history; 'Lords of the Rising Sun', an epic Samurai adventure in which players seek to become Shogun of Japan; and 'Zombie Dinos from Planet Zeltoid', a sci-fi game in which players are transported by time machine to an alien planet where destruction awaits them.

### Berlitz brings language learning to CD-I

A collaboration between Berlitz Publishing Co. the world's leading provider of language services, and PIMA (Philips Interactive Media of America) will bring language instruction to the CD-I format.

The first title, a Berlitz Spanish-language disc, to be produced by a PIMA co-developer Trans Media under the Berlitz label, will be available in early 1993.

Through this venture, Berlitz brings its expertise in language instruction and its renowned brand name to the dominant multimedia entertainment and educational format of CD-I.

### French music, art and photography program from PIMA

PIMA has completed the first disc in a new CD-I series called 'Music Gallery International', entitled 'Prélude, Precursors of Modern Music and Art'. This program features original recordings of Ravel, Satie and Debussy, combined with art from artists like Cézanne, Monet and Seurat, and a number of historical photographs.

With an on-disc introduction in seven languages, the disc is designed

for a worldwide audience. A big benefit of this disc is that it has been produced in 'CD-I Ready' format, which means that the audio tracks can be played on any CD Audio player.

PIMA plans further Music Gallery discs in CD-I Ready format, starting with a program featuring Russian composers and artists from the turn of the century, due to appear shortly.

### English 'No Problem' teaching disc



The CD-I English 'No Problem' language course for basic schools, the first CD-I application for education in the Netherlands, was recently presented to representatives from educational and teachers' organisa-

tions, government authorities and business. This disc is aimed at primary education, and is based on 'learning while playing' involving listening and actively speaking the language. The disc was produced in cooperation between Philips Netherlands, CODIM Interactive Media of Eindhoven, the Ministry of Education and Science and the educational publisher Wolters Kluwer.

CD-I's interactive, multimedia information delivery adds a new dimension to education, reaching far beyond the possibilities of computers alone. By making learning much more enjoyable, CD-I stimulates children to get more involved, and to explore the subject using their own curiosity and initiative.



Seen at the recent demonstration of the English 'No Problem' language disc are (l. to r.) G. Bastiaens, director of Philips IMS; Dutch Secretary of State for Education J. Wallage; J. D'Elfant, then managing director of Philips Netherlands; and M. Ververs, chairman of Wolters Kluwer.

## 'Video' award for CD-I

The US 'Video Magazine' has presented its award for the most innovative and valuable product of 1991 to CD-I. The system won the prize in the Top Hardware category. 'Video Magazine' described CD-I as "an outstanding achievement in technological innovation, performance and capabilities".

The magazine's jury said: "This combination of computer and CD-ROM player is much more than just an upgraded video games machine.

Whether you take a walk through the Smithsonian museum, take a close look at a dinosaur or blast-off in a spaceship, with CD-I you're a part of the action.

We can hardly wait for the next series of new CD-I titles!"



## New CD-I magazine created with OptImage tools

The world's first CD-I magazine - 'CD-I World', from Parker-Taylor & Co. - which was launched at the Multimedia conference, is being created using OptImage's MediaMogul authoring package, which allows publishers to offer their print-based publications in an exciting interactive format.

This magazine, which will demonstrate the work of multimedia authors and designers, demonstrates the strength of CD-I as a fast-turnaround, cost-effective medium.

According to Bruce Taylor, president of Parker-Taylor, "We want to show what can be done in a deadline-oriented publishing environment using off-the-shelf CD-I authoring tools. 'CD-I World' demonstrates the creative and productive new communications environment for both editorial and advertising that CD-I makes possible."

## CD-I to be presented to TV industry at MIPTV, Cannes

CD-I will make its debut in the TV world at the MIPTV (Marché International des Programmes de TV), to be held in Cannes from 10 to 15 April 1992. At this event the emphasis will be on presenting CD-I's multimedia capabilities - integrating video, audio and text - to

a different audience than the book publishers who have been the main target up to now. The showing at MIPTV follows a successful CD-I presentation at MIDEM '92, the international music industry fair, which was held in January.

## Earlier-than-planned introduction in UK

The CD-I launch in the UK will take place from the end of April - five months earlier than first planned - because of the eagerness of retailers and consumers to have the system.

The initial launch will be in London only, although early distribution may be extended to include a broader area of the south of England.

Availability will then gradually spread, so that players will be available in time for the Christmas selling season.

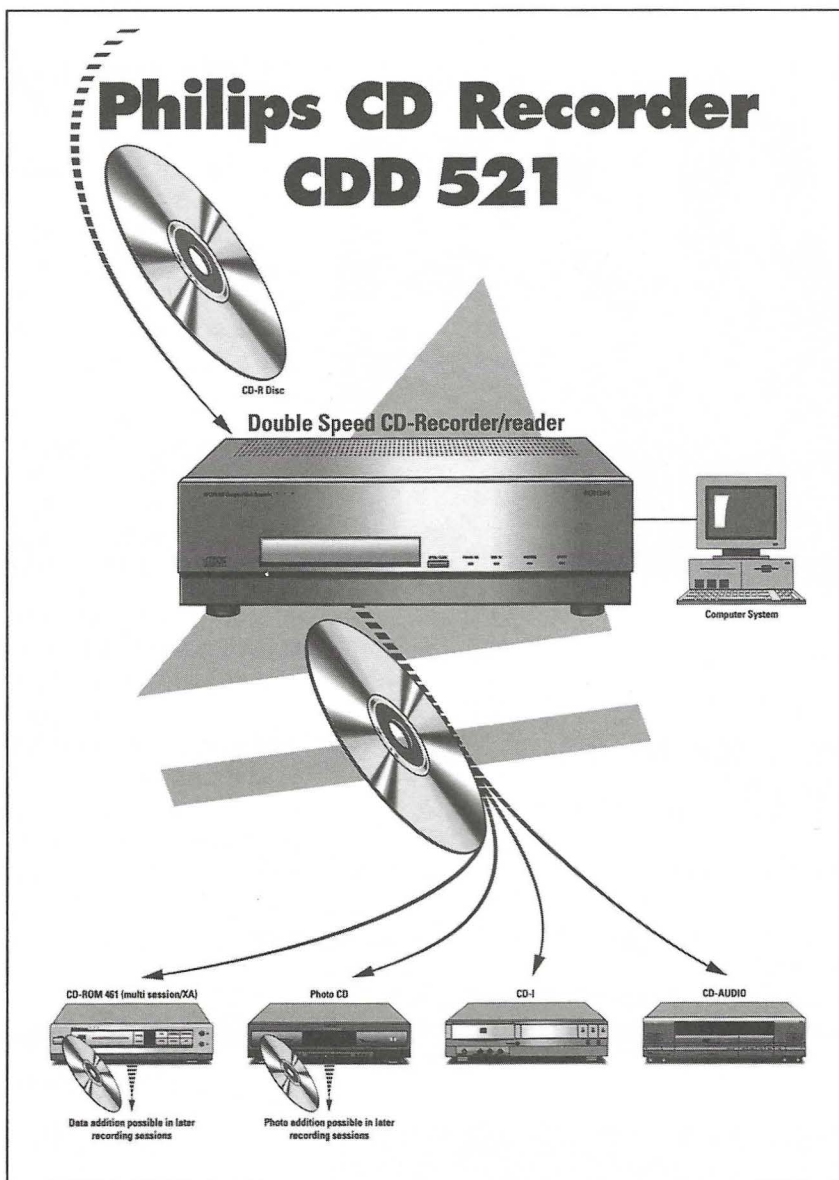


CD-I was successfully presented at the MIDEM '92 international music industry fair, held in Cannes in January.

# PRODUCT DEVELOPMENTS

New professional CD Recorder handles all CD formats

IMS to license Meridian Data software architecture



Shown for the first time at the San Francisco Multimedia Conference was the new CDD 521 recorder (CD-R) which makes one-off discs under all the CD formats - CD-ROM (XA), CD-I, Photo CD and CD Audio - at double the normal playback speed.

The CDD 521 is ideal for many professional applications like low-quantity multimedia publishing, data storage and retrieval, database distribution, program verification and sampling before mass replication, and the production of master discs for CD authoring studios.

Database publishers and other low-quantity publishers can make

discs for distribution quickly with the CDD 521, without the high start-up costs of conventional replication operations.

An additional application is database storage and maintenance, and high-volume data storage and retrieval on personal computers and workstations. The CDD 521's multi-volume recording capability allows data to be added to partially recorded discs in up to 99 later sessions.

Shipment of the CDD 521 starts this Spring, at a list price of \$6,000.

Interactive Media Systems has announced that it will license Meridian Data's NETSCRIBE software architecture for networking, which will be incorporated in future CD-Recordable (CD-R) drives. The first product will be the CDD 531, an intelligent peripheral designed for network operation.

While standard CD-R drives rely on specialised host system hardware and software resources to manage the drive, the use of NETSCRIBE will allow these functions to be offloaded, creating an intelligent and shareable CD-R drive. Once the host system has made a request to access the CDD 531, it will return to its current application while NETSCRIBE seamlessly handles the CD-R read or write tasks transparently to the user. Evaluation units of the CDD 531 are expected to be available in mid-'92, with volume shipments following in the third quarter.

## Multimedia disc production system with CD recorder and workstation

The Philips CDD 521 CD Recorder has been combined with the Iris Indigo graphic workstation from Silicon Graphics to make a time-saving and cost-effective solution for multimedia disc sampling, program verification and disc mastering.

Integration of this system has been performed by system house Ce-Quadrat of Aachen, Germany, which has developed a software package, called Orange by Indigo, for user-friendly writing of discs in the CD-ROM, CD-ROM XA, Photo CD and CD Audio formats with the CDD 521 CD Recorder. The Iris Indigo workstation offers powerful real-time 3D graphics and modelling facilities, as well as handling live audio and video input and output. These advanced capabilities make it an ideal tool for authoring and production studios creating multimedia applications.

## PRODUCT DEVELOPMENTS

### New authoring tools from OptImage

OptImage - the joint venture between Philips IMS and Microware - announced two new authoring tools at the MultiMedia Conference in San Francisco. The new release 1.1 of the MediaMogul CD-I authoring system incorporates enhancements like a video 'insert and click' ability, CLUT colour cycling video effects, DYUV movies at up to 15 frames per second, 'MicroTouch' screen capabilities, and the ability to match audio and video timings with a click of the mouse.

Also new is a set of MPC to CD-I conversion tools to enable MPC developers to enter the CD-I marketplace. This package comprises a set of image and audio conversion utilities and a multimedia database, to allow MPC developers easily to convert their MPC multimedia assets to CD-I formats, greatly reducing development time by allowing re-use of existing assets.

### CDD 167 CD-ROM XA controller brings multimedia to PCs

The new CDD 167 CD-ROM XA controller card, unveiled at the San Francisco Multimedia Conference, turns any internal or external CD-ROM drive into a CD-ROM XA (Extended Architecture) player with multimedia capabilities.

This second-generation controller is suitable for any PC with ISA or EISA bus architecture. With the CDD 167, any of the Philips serial CD-ROM drives, either built-in or external, will operate as a CD-ROM XA drive.

This new controller card offers a simple and economic upgrade path for current users of Philips CD-ROM drives who wish to upgrade to the CD-ROM XA format, which adds graphic and audio information to the basic CD-ROM text data.

### CD-ROM add-on for Super Nintendo Entertainment System

Nintendo has developed a CD-ROM add-on accessory for its Super Nintendo Entertainment System to launch the next generation of video games. The company will introduce a full range of CD-based software, together with its worldwide network of Super NES game developers and third-party licensees.

The new Super NES CD games will use the CD-ROM XA format. Although initially these discs will be playable only on Super NES, Nintendo says that it is working with Philips to develop the CD-ROM XA 'bridge' format. This will allow Super NES CD games to run on CD-I players, as well as on Super NES.

The Super NES CD accessory will cost around \$200, and will be introduced in the USA, Canada and Japan in January 1993.

## PGA renews link with Philips

The PGA (Professional Golf Association) has renewed its association with Philips as sponsor of its Official Statistics, an ongoing publishing operation for facts and figures relating to the golfing skills of players in the PGA European Tour. Statistics are published in five categories: driving distance, driving accuracy, greens in regulation, sand saves and putts per round.

The Philips sponsorship provides a mixture of cash and prizes. Each week, the player who wins in the selected statistics category will receive a prize of a Philips CD-I player and five discs including the Palm Springs Open golf game, Great British Golf History, a quiz based on the British Golf Museum of St. Andrews, and the Rules of Golf learning disc.

## CD-I Support Centre opens in Eindhoven

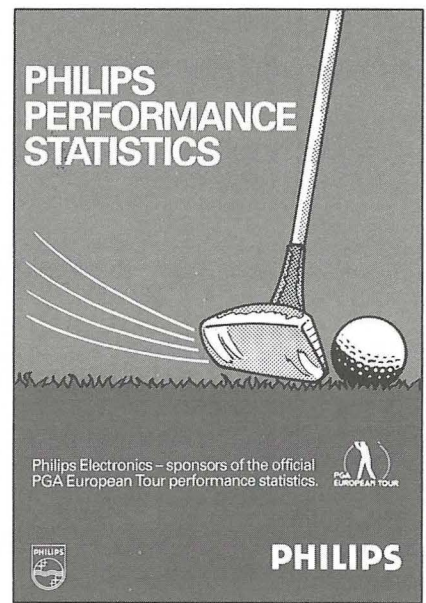
The newly opened CD-I Support Centre in Eindhoven provides facilities for disc validation, standardisation support and application support, and serves as a know-how centre in these areas.

The centre has developed a disc validation procedure and tools to perform relevant checks and compare the results against the Green Book specifications.

Disc validations and title checks can be performed on request to ensure discs comply with the standard.

Standardisation support includes the gathering of information about possible problems with the standard, and co-ordination of change requests and discrepancy reports on the Green Book.

Application support includes investigating idiosyncrasies arising



from possible unexpected behaviour of system hardware and software.

Further information about the Support Centre's services is available from: CD-I Support Centre, SFH-5, PO Box 80002, 5600 JB Eindhoven, tel. +31 40 735638, fax. +31 40 733762.

## IN BRIEF

### Co-operation with ESCOM

IMS will co-operate with ESCOM Computer Vertrieb, one of the largest German computer distributors to both business users and consumers, in the field of CD-ROM and multimedia-related products.

The first step will be the sales of CD-ROM products and other CD-related technologies. Possibilities for future mutual PC and CD products will be investigated.

### Meredith Corp. plans family-interest discs

US publisher Meredith Corp., which publishes books and magazines on gardening, cookery and other family-interest topics, plans to introduce CD-I discs on a similar range of subjects.

These could take its 'how to' series of videotapes a big step forward with the far superior information delivery of CD-I. Meredith has agreed to hire Microware Corp., proprietor of the OS/9 operating system used in CD-I, to help develop its CD-I titles.

### Jazz CD-I from Belgian publishers

Two Belgian companies - the Studio Int'l CD-I of Charleroi and the audio-visual company Sowarex of Brussels - plan to produce a music CD-I disc of the best jazz recordings on the Igloo label.

This will be a 'CD-I Ready' disc, with audio tracks that can be played on any CD player. As well as music, the disc will carry pictures and text information about the featured artists.

### IMS and Fathom Pictures launch joint label

IMS and Fathom Pictures, Inc. have announced the launch of the independent label Fathom Pictures, based in San Francisco, for specialty projects on CD-I and Photo CD. These productions will include sports, interactive entertainment and titles associated with leisure and special events.

### CD-I business in Bermuda

The Bermuda government has pledged its support for a new CD-I business to be set up by Mr. Rick Morbey.

This venture takes Bermuda to the forefront of technology, among only around 200 sites in the world that can handle CD-I program creation. Discussions are taking place with Bermuda College about how to enable students to learn about CD-I technology.

### Action Time and 3T joint venture

Action Time and 3T Productions in the UK have signed an agreement to co-operate in the development of interactive games and entertainment programs on CD-I.

Under the agreement, Action Time will generate creative ideas and provide access to suitable games show formats, while 3T will design, program and develop the material into innovative CD-I titles. The first titles will be available by Christmas '92.

### Wigant Interactive Media expands

Wigant Interactive Media of Willemstad, the Netherlands, has expanded its personnel strength to 11, and will shortly move to purpose-built new accommodation.

The company produced programs in 1991 for a number of clients in the Netherlands, including international organisations.

### James Martin and IDC launch CD-I 'Compact Project'

The 'Compact Project', a European programme to introduce CD-I as an educational tool at the workplace, has been launched by James Martin Strategy, the worldwide strategic consultancy organisation, and International Data Corp. The project was introduced in mid-March by sessions in London, Amsterdam and Stockholm.

A complete educational methodology to apply CD-I will be developed in workshops to which JMS has invited top European corporations.