

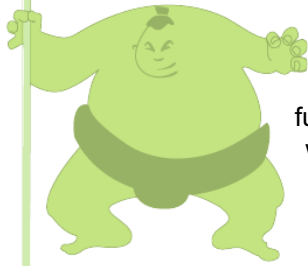


AT LARGE, OUT LOUD

at large media

2004-10-10

Thank you for subscribing to At Large Media's newsletter, dedicated to the exploration of Media & Meaning. This month the At Large team is especially proud of our work with the Mobile MUSE project in British Columbia. Our team's project has received full funding to move forward with the creation of a digital culture crawl and big screen dragon boat race for the 2005 Alcan Dragon Boat Festival.



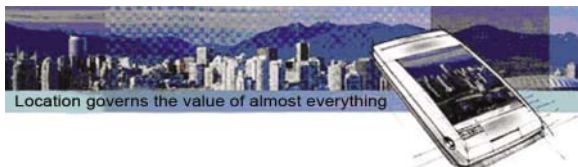
This project will give us an early opportunity to experiment with how new media technologies can be used to engage with people and add innovation to cultural festivals in Canada.

At Large News

Mobile MUSE project chosen as "Best of Show" & granted development funding

On September 17th a panel of judges selected our team's project, **Vancouver Footpaths :: Come Out and Play**, as the Best of Show and granted us development funding to move forward with the creation of a digital culture crawl and big screen dragon boat race for the 2005 Alcan Dragon Boat Festival. The jury called the project "exciting and multi-faceted, with loads of potential for growth and applications."

Over the last four months At Large Media has been working closely with a talented team of academics, researchers and technology companies to develop a project proposal that would transform the way that cities host cultural festivals. We hope to create a mobile technology application that, from the Vancouver International Folk Festival to the 2010 Olympic Games, can be used to create shared cultural experiences and build community. Anyone interested in becoming a project partner should contact emma@atlargemedia.com for more information.



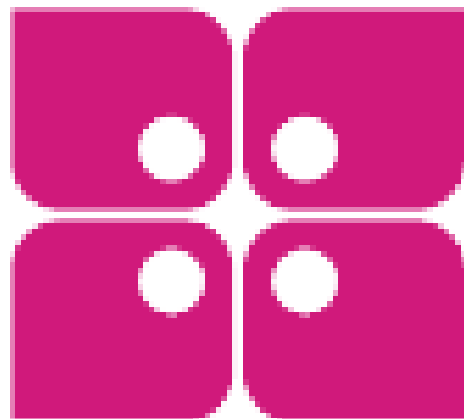
Anja Haman wins gold in Finland!

Canada brought home 3 golds and 3 silvers at the World Ultimate Frisbee Championships this August in Finland. The women's team (primarily based in Vancouver) was undefeated in 7 days of play, and beat Finland 17-13 in the finals. Local Olympian Charmaine Crooks supported the team with a mental toughness session, which clearly helped bring home the gold! Ultimate has long since attracted high tech players, and was appropriately sponsored by Nokia who donated their latest camera phones for teams and field marshals to use throughout the week. See www.wugc2004.org/ for more details.

At Large Media/National Research Council report highlighted by Canadian New Media

In an article published last week, Canadian New Media spoke to Catherine Warren about the survey conducted by At Large Media and the National Research Council earlier this year. The study, "Interactive Digital Delivery Marketplace: An overview of Canada's multimedia broadcasting capabilities," is still under tight wraps, but initial results obtained by Canadian New Media show a thriving sector in this country. That's good news for the NRC, which commissioned the report, as it works to convince the Chinese to look to Canada for innovative broadcasting technology through technology transfers, trade missions, and other awareness-building efforts (CNM, June 9/04).

To access the full article visit www.decima.com/reports and click on Canadian New Media.



At Large Client Announcement

At Large Advising on Digital Broadcasting for New Zealand

At Large Media has been selected to work with the New Zealand Broadcasting School on a research report for New Zealand On Air. The report focuses on opportunities and challenges provided by digital broadcasting, and its effect on local programming. At Large Media was selected because of the company's understanding of digital broadcasting in Canada.

NZ On Air's mandate is to promote and foster the development of New Zealand's culture on the airwaves by funding locally-made television programmes, public radio networks and access radio, and to promote New Zealand music by funding music videos and radio shows. The New Zealand Broadcasting School is part of the Christchurch Polytechnic Institute of Technology.



YouthInBC.com launches new Screensaver for schools in British Columbia

As part of our ongoing commitment to the BC Centre for Suicide and Crisis Intervention, At Large Media led the development of a screensaver promoting www.youthinbc.com, the new web hotline for youth in crisis. This one-of-a-kind site gives young people in BC an opportunity to chat online, in real-time, with trained volunteers at the Crisis Centre. The site has already provided support to over 1000 young people, and this number is expected to grow as our screensavers are placed in schools across the province. You can download the screensaver featuring art work by youth artist Sean Carleton, at www.youthinbc.com/getbusy.html

Featured Article

From Microphones to Ring Tones: How Technology and Music Mix

In the latest issue of Scarlett Magazine you can read Emma Payne's article on how technology and music mix. Emma interviewed Canadian DJ & interactive producer, Nicole Goodman, as well Andrea Duffy, Director of eMarketing for Sony Music International, who talked about the booming ringtone business in the UK and how technology is changing the way that Sony promotes and sells music.

You can read Emma's article online at www.scarlett.ca/inprint/current/index.php?article=6.

Conferences & Events

Catherine Warren was a featured presenter at Digital Hollywood www.digitalhollywood.com in Santa Monica in September. Catherine spoke to industry leaders about how entertainment companies are using sophisticated data analysis to track performance and impact of content delivered across interactive and traditional media.

Room to Read Canada held its annual fundraiser at the Vancouver Art Gallery on Oct 2nd and raised more than \$30,000 to help educate many of the world's most underprivileged children. Anja Haman, President, organized the event with her newly appointed Board of Directors. The event celebrates local creativity while supporting children's education globally, and was host to 450 of Vancouver's business professionals and industry leaders, including CBC's Margaret Gallagher as emcee. Guests were treated to a fashion show of four of Vancouver's top designers, a silent auction, and a presentation by founder and ex-Microsoft executive John Wood. See www.roomtoread.org for more information on programs.