

2005-03-09



AT LARGE, OUT LOUD at large media

Thank you for subscribing to At Large Media's newsletter, dedicated to the exploration of Media & Meaning.

Spring is launch party time for At Large Media. On March 15th the Digital Delivery report and industry maps we developed in partnership with the NRC and New Media BC will be launched at The Media Club in Vancouver.

On March 19th we're co-hosting a launch and live demo for Get Your Vote On. Hundreds of young people from across the Province will be joining us in Vancouver for training sessions, town hall meetings and a live text message demonstration that will give them a chance to see their mobile phone votes appearing, in real time, on the big screen.

We'd love to see you at one of our launch events this month ... see below for more details.

At Large Client Announcement

'Get Your Vote On' launch scheduled for March 19th

The Get Your Vote On network is now up & running, and we're delighted with the tremendous response we've been getting from young people across the Province, as well as from corporate and broadcast partners. Citytv has signed on as our media partner, and we're happy to be providing iPods as prizes for Get Your Vote On members who fill in our online survey.

Join us on March 19th for the first live demonstration of this new mobile network. Instead of asking you to turn off your phone at the beginning of the presentation, we'll be asking you to turn your phone ON! Also featured will be a short presentation from Get Your Vote On, Mobile MUSE, and Western Economic Diversification.

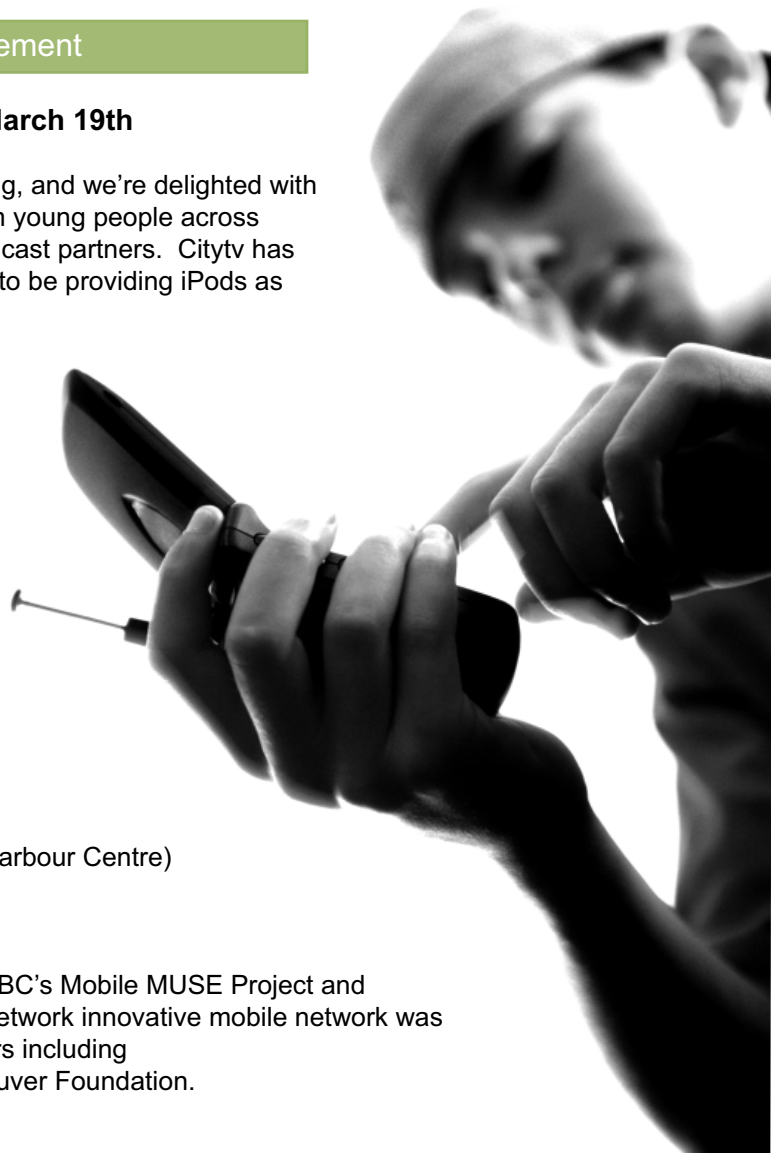
Date: Saturday, March 19th, 2005

Time: 3:00 - 4:30

Place: Morris J. Wosk Centre for Dialogue,
580 West Hastings Street,
Vancouver
(Hastings at Seymour, across from SFU Harbour Centre)

** Please RSVP to emma@atlargemedia.com.

Developed by At Large Media Ltd., Exponentia, UBC's Mobile MUSE Project and Check Your Head, the Get Your Vote On mobile network innovative mobile network was made possible by the generous support of partners including Western Economic Diversification and The Vancouver Foundation.



At Large Client Announcement

Digital Delivery Study to be Launched March 15, 2005

Please join us for the launch of the results of a national study on Canada's digital broadcasting enterprises. The report provides an overview of the emerging technologies being used to deliver television and video content via digital and wireless networks.

This first-of-its-kind study, directed by NRC IRAP, looked at 185 companies from across the country engaged in various aspects of interactive digital delivery, with a particular focus on proprietary technology and intellectual property. Results appear on two graphical maps (available at the launch), charting the interactive technology landscape along company and product lines, such as software, hardware, transmission and display.

Launched in Vancouver, this Canada-wide NRC IRAP initiative was undertaken by IRAP Pacific Asia, through New Media BC and At Large Media Ltd.

Presenter: Bruce Pridmore,
NRC-IRAP Executive Director
Pacific Asia

Date: Tuesday, March 15th, 2005
Time: 4 - 6 PM (*presentation at 4:45)
Place: The Media Club, 695 Cambie Street
(at Georgia)

Please RSVP to nicole@newmediabc.com or 604-739-9878 by March 11th to ensure a spot on the guest list.

Contact Us

Please send ideas, feedback & submissions to info@atlargemedia.com. You can also reach us at www.atlargemedia.com or +1 (604) 873-5636

Download current and past issues of our newsletter at <http://www.atlargemedia.com/news.html>

In the News

February 2005 Presentation at the University of Hawaii

Anja Haman presented at the University of Hawaii through the Academy for Creative Media (<http://acm.hawaii.edu/index2.shtml>) on February 16th & 17th. Her talk provided an overview of the interactive entertainment industry, identifying the value chain, the players & how they jockey for position in the highly competitive \$10 billion market. From how games are made to emerging trends in the marketplace, she explored why this industry is attracting attention around the globe.

Co-sponsored by the Departments of Information & Computer Science, Information Technology Management, Marketing, & The Interdisciplinary PhD Program in Communication & Information Sciences

Speakers and Curriculum confirmed for SFU Course: Publishing Across New Media Platforms

Emma Payne & Robert Ouimet are leading a 2.5 day course at Simon Fraser University this July. see: www.ccsp.sfu.ca/pubworks/publish-media.htm

Featuring case studies and top industry guest presenters including Claude Galipeau, the Executive Director, digital programming and business development, at the CBC and Shannon Emmerson, Manager of Worldwide Knowledge at Electronic Arts, this workshop will explore ways in which organizations can communicate with their audiences across an array of traditional and new media platforms.

Additional speakers include Jason Mogus, President of Communicopia.net and Kevin Millsip, Director of the 'Get Your Vote On' initiative.

Enrollment is limited to just 30 people so, if you're interested in joining us, please contact us at info@atlargemedia.com.