



Multimedia Expo Comes To Pennsylvania

JAMES M. WEIL

Fine artists, animators and computer enthusiasts in Doylestown, PA, last October were given the opportunity to explore and refine the merger of art and technology at the James A. Michener Art Museum's first Multimedia Expo.

The event, organized by Rosa Snare, an office administrator at Alias Research and a teacher of digital prepress tech-

nology at Bucks County Community College in Newton, PA, featured 23 exhibitors and 14 seminars. "Having an exhibition like this is like validation to the computer artist," Snare said. "We wanted to show the artists behind the technology." The artists displayed their work in a variety of formats, such as high-quality Iris prints and multimedia presentations.



NEWS ANALYSIS

Music And Computer Worlds Collide

KANDY ARNOLD

Since rock artist Todd Rundgren one year ago released *No World Order*, the first interactive music CD, there has been a steady flow of titles from individual recording artists, multimedia studios and record labels. The music-oriented CD-ROMs, which add video and interactivity to traditional audio CDs, are known variously as interactive music CDs or enhanced CDs.

Among the recording artists rushing to create products for this new area formed from the convergence of the recording and computer industries are David Bowie, Peter Gabriel, Heart, Prince (formerly Prince) and Pete Townshend. Multimedia studios producing interactive music CDs include Brilliant Media, Graphix Zone and Ion Productions.

Audio CDs in 1981 were the first compact discs to mar-

ket. Compact disc specifications are known by the various colors of the books in which they are published. For example, Red Book is the standard upon which audio CDs are based. It is also the underlying standard for all compact

discs in the several CD-ROM formats, including 3DO, CD-I, CD-ROM XA, PhotoCD, Video CD, Karaoke CD and CDTV.

In the past year, the Los Angeles entertainment industry has been eyeing the silver platter as a new mass distribution method for its existing media. This phenomenon is evidenced by the development of new CD-ROM formats: Video CD, which is based on MPEG video compression, for the playback of feature-length movies on CD-ROM and Enhanced CD and CD Plus, which will allow regular



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Dennis Orlando, creative director for K.I. Lipton Marketing Communications in Doylestown, PA, is a classically trained artist who creates digital art with Fractal Design's Painter 2.0. He showcased 10 of his paintings using a Macintosh-based, interactive multimedia gallery. Viewers obtained text on the title of the work, information on how it was created and a biography of Orlando by pushing a button, while music played in the background.

Paul Runyon of Eastern Light Inter-

active, created Orlando's gallery in Macromedia Director, and in SoundEdit Pro and SoundEdit 16, both also from Macromedia. Orlando plans to create a CD-ROM version of his gallery in conjunction with Gary Clark, a professor of computer graphics at Bloomsburg University, located in Bloomsburg, PA. "We want to create a theme-based, coffee-table version of fine art on CD-ROM," Orlando said.

Seminars were offered in 3-D animation; the integration of sound and live performances; exploring the internet; and other topics. According to Snare, next year's show will be bigger and better.



ALL IMAGES COURTESY DENNIS ORLANDO

Info Line	RS#	Phone #
Fractal Design, Painter 2.0	92	(800) 297-2665
James A. Michener Art Museum	93	(215) 340-9800
Macromedia, Macromedia Director	94	(415) 252-2000
Macromedia, SoundEdit 16	95	(415) 252-2000
Macromedia, SoundEdit Pro	96	(415) 252-2000

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Forum Speakers See Multimedia As A Driving Economic Force

GARY GACH

Last October 250 leaders from the public, private and nonprofit sectors convened in Burlingame, CA, under the banner of the Bay Area Multimedia Forum to explore how the state's high-tech resources can be harnessed to promote prosperity in the face of California's military base closures. The Bay Area Economic Forum and San Francisco's Multimedia Development Group, along with other organizations including several economic agencies, professional associations, privately held

firms and communications companies, sponsored the one-day event, which was dubbed "Bridging the Bay—Linking the World."

Two panels honed in on specific areas where multimedia collaborations already are making a noteworthy difference: health and education. "Health care is an ideal arena for harnessing multimedia," observed David Counter, MIS director for San Francisco's Department of Public Health, explaining how the city's 100 municipal public-

NEWS CLIPS

HARDWARE

■ **Procom** at Comdex unveiled its **CD ToweRack-56**, a 56-drive CD-ROM server, which has a 36.4 GB storage capacity. The server offers network connections for Ethernet and Token Ring LANs. It is priced at \$75,000. (714) 852-1000 **RS# 99**

■ **Sony Electronics** has added the \$999 **Multiscan 17sf**, a 17-inch color monitor, to its line of Multiscan Trinitron displays. The 17sf offers increased image flatness, an anti-glare silicon coating and features an Energy Star-compliant power management system. (408) 955-5142 **RS# 100**

■ **Panasonic** introduced full-motion video pack for its new multimedia V41 CD-ROM notebook computer. The **CF-VEV411** module is an MPEG-1 decoder which offers DOS-Windows API and Video CD support. (201) 271-3246 **RS# 101**

■ **Starlight Networks** and **Sun Microsystems** have co-developed a video server for Sun SPARCstations that use **Starlight's StarWorks** video networking software to operate under Solaris. The new Unix server can simultaneously co-exist with multiple networking services while supporting video-on-demand and is targeted for corporate use. **Starlight's StarWorks** starts at \$8,750 for a 10-user package. (415) 967-0574 **RS# 102**

■ **Brooktree** recently unveiled a multimedia accelerator chip set that the company says will optimize audio and



full-motion video performance. (619) 452-7580 **RS# 103**

■ **Microboards** has reduced the price of its **PlayWrite 1000 CD Recordable** package by almost 50 percent, down from \$3,899 to \$1,995, to help distinguish the lower-priced product from the company's PlayWrite 4000 system. **PlayWrite 1000** includes a 1X CD-R drive, **Dataware Technologies' CD-Record**

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