JavaOne™

Sun's 1997 Worldwide Java Developer Conference™
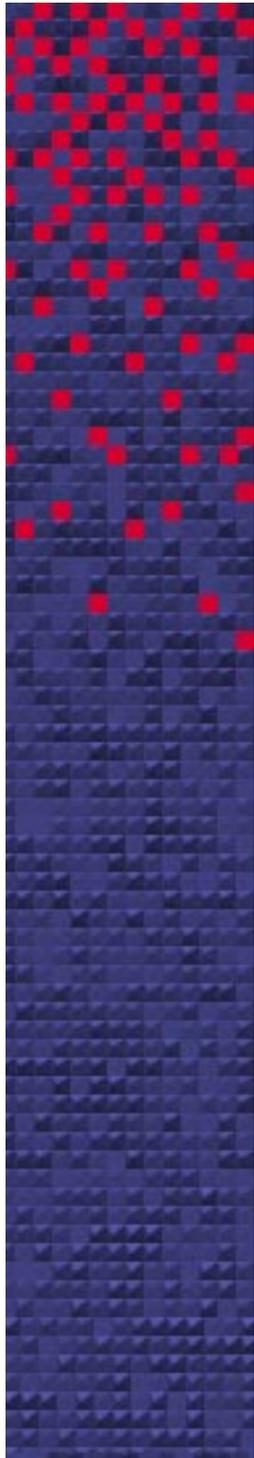
Java™ Goes Hollywood: Entertainment and New Media

Java Goes Hollywood

- **Geoff Katz - Moderator**
  - Entertainment Industry Consultant
- **Karl Jacobs**
  - DimensionX
- **Rob Ross**
  - Marimba
- **Steve Damron**
  - EntertainNet
- **Jeet Singh**
  - ART Technology Group

Java Goes Hollywood

- **Steve Katz**
  - Sony Interactive
- **Mark Benerofe**
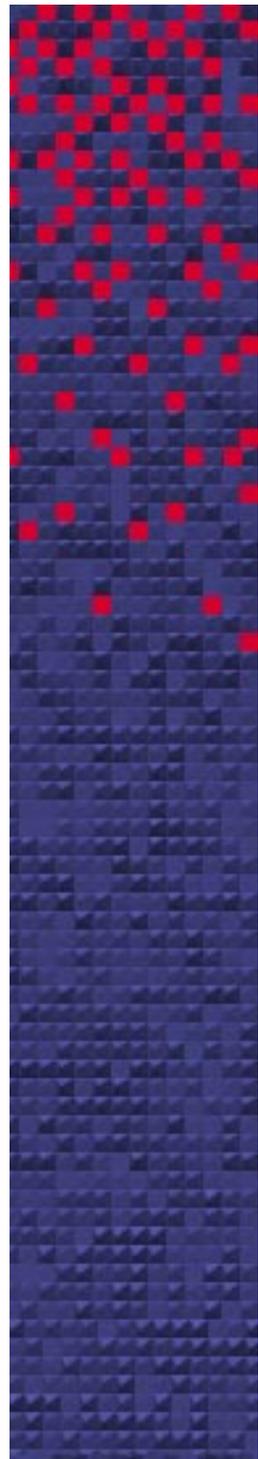 - Sony Online
- **Gordon Gould**
  - Thinking Pictures

JavaOne™

Q & A

Follow-up

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  - Market Development Manager, JavaSoft
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-

JavaOne

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Sun's 1997 Worldwide Java Developer Conference
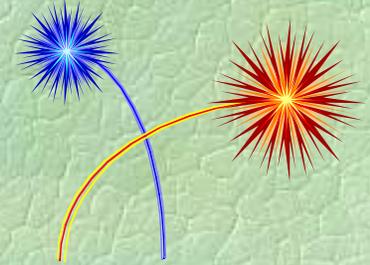
marímba

Robert Ross

Manager, Media Business Development

Marimba, Inc.

The Business of Media Companies

§ Media Companies Distribute Experiences

- Content: Interactive, Media Rich & Engaging
- Television: Experiences seamlessly installed & updated
- Run fast with either T-1 or 28.8 or even 14.4

Marímba's Castanet

A complete system for the automatic delivery of media rich applications with content across the internet

Complete distribution:

download, installation, updating
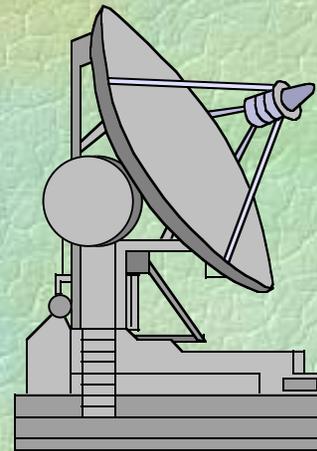
all seamless to the user

Marímba's Castanet

§ Tuner
- Client Software
-

§ Transmitter
- Media or Software
  Publisher

marímba

How to get started:

1. Download the Tuner and launch some channels

2. Download the Transmitter

3. Java Development tools:

       Bongo, Random Noise's Coda, Future Tense

Robert Ross

    Manager, Media Business Development
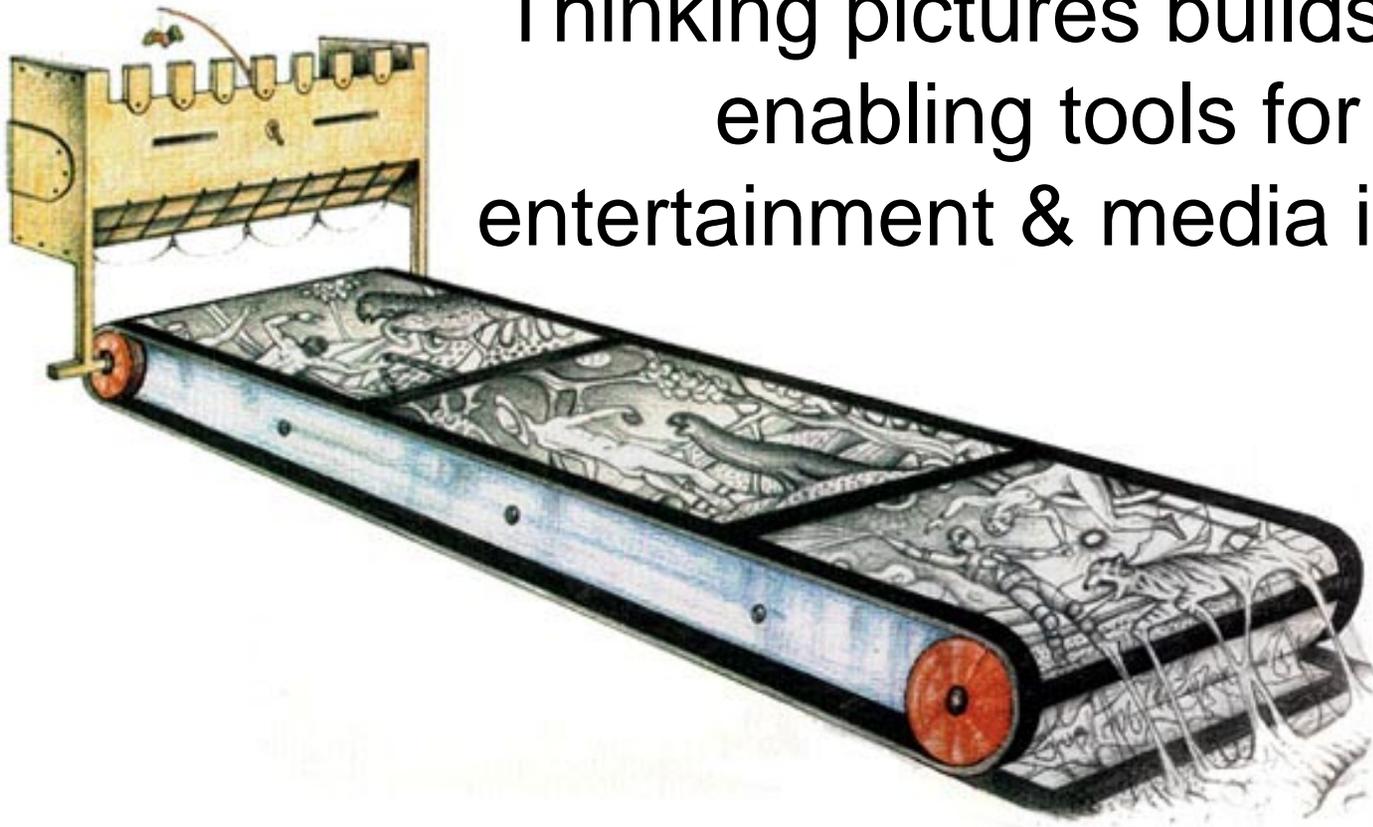
    robr@marimba.com

Building Smart Media

- Founded in 1994
- Based in New York's Silicon Alley
- www.thinkpix.com, www.rock.com

Company Focus

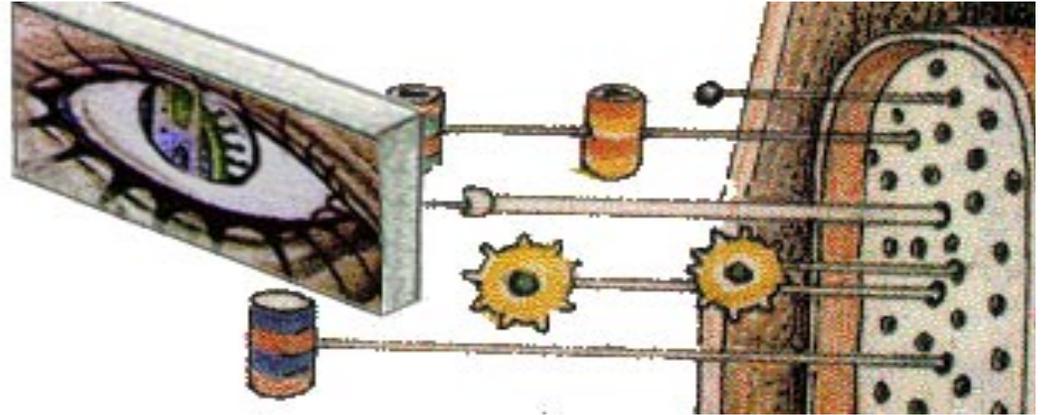Thinking pictures builds content-enabling tools for the entertainment & media industries.

Overview & Vision

Steps towards creating the "thinking picture:"

- Live multimedia production, distribution & design
- Intelligent multimedia databases and agents

Live Multimedia Production

- *Networked live multimedia*
  - Rolling Stones,Tori Amos, rock.com
  - Live productions from Thinkpix Studios
  - Proprietary, helper-app free video-streaming
- *Digital studio tools design & development*
  - Database-controlled cameras, switchers, etc.
  - Java-based robotic interfaces to production tools
  - Digital capture, storage, & delivery
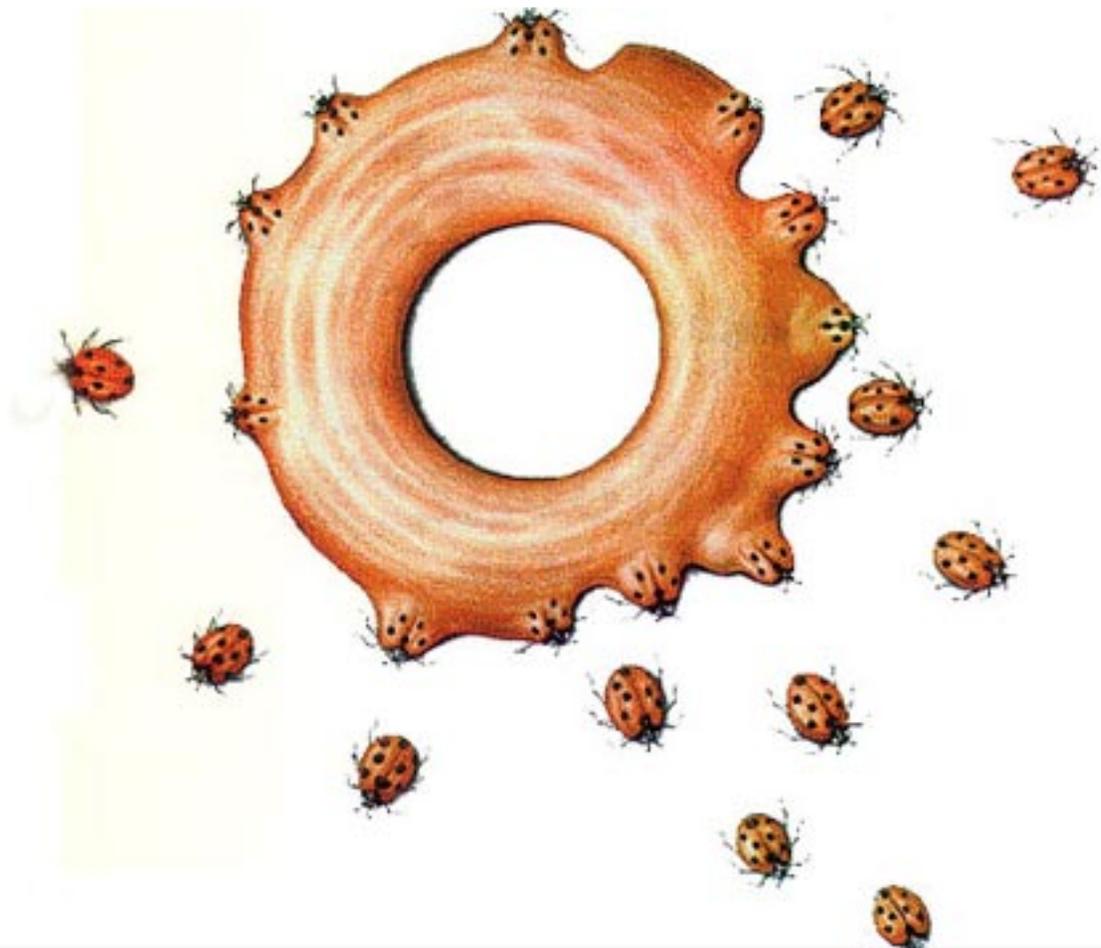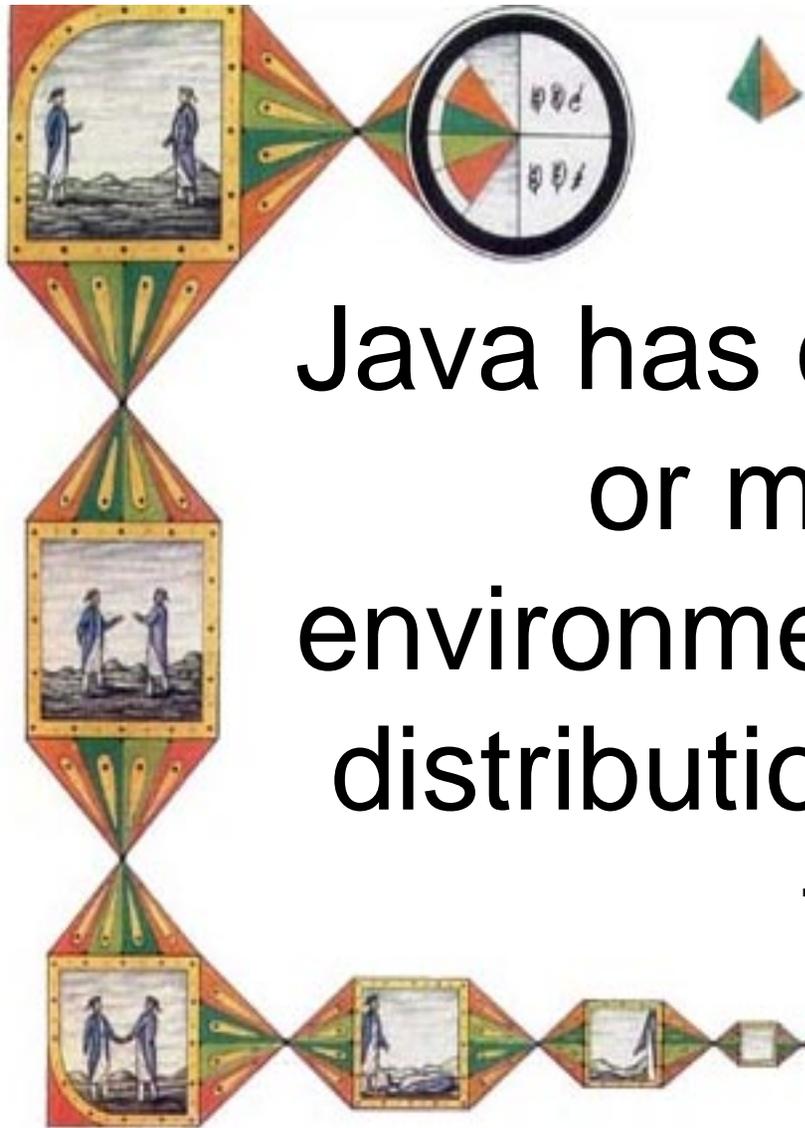
Intelligent Multimedia Databases
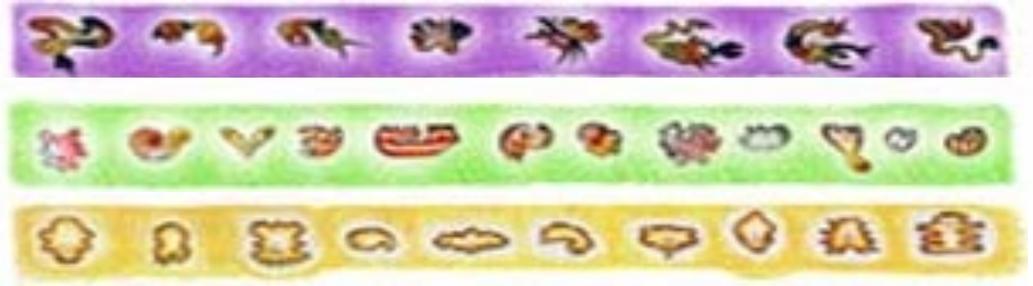
- *Multimedia Asset Annotation Tools*
  – Thinking Nets Annotator
- *Intelligent profiles of users & multimedia content*
  – Thinking Nets Agent & MediaSpeak
- *Customized, dynamic narrative generation*
  – Thinking Nets MovieCast

So how does Java allow
Thinking Pictures to develop
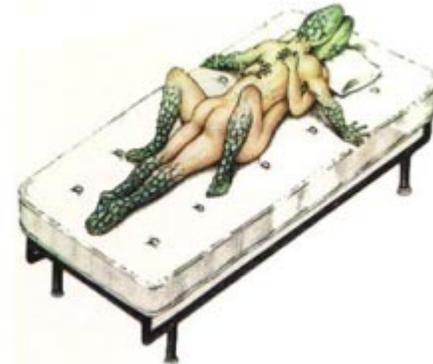all this?

Write once, run anywhere.

Java has created a common, or merged, media environment for production & distribution that enables the following:

Fluid Digital Content Reservoirs
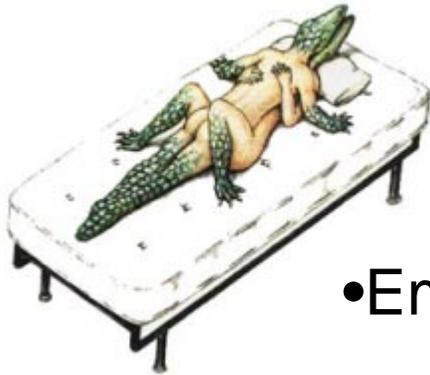## that can flow to and from any media platform
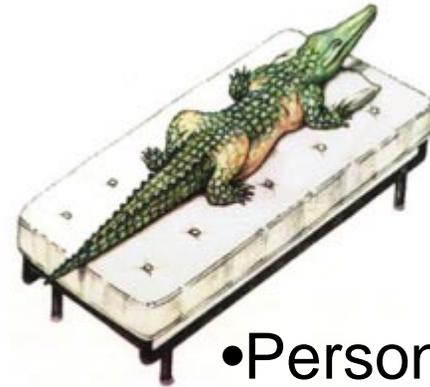

- Cell-phones
- Beepers

- Web

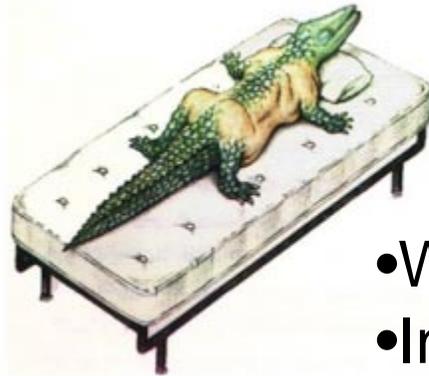- High Definition TV
- Digital Versatile Disk

Creation of new forms of Media
and branded content architectures

•Embedded Computing

•Personalized TV

•Wired Studios
•Interactive, customized content

CONCLUSION:

Java provides the flexibility and versatility to meet the needs of the emerging "unimedia." Thinking Pictures is developing Java-based tools designed to aid in digital content creation.