

Learning to Live With Multimedia

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So who is the real king?

- We claimed that content is king.
- We thought it was the size of our 'pipe'.
- We were told that it's all in the chip.
- We were sold on the software.

'It's the user, stupid'

- Content is important.
- But having it does not make you a king.

Remember 2 Things:

- 1 Whose content it really is.
- 2 If you don't make it available users will 'work around' you.

Supping with the Devil

- Technology has changed communication.
- Content is freely & generally available.
- In the end there is always clip art.
- It is what users do with it that matters.

Multimedia is about Purpose

- Navigation and interactivity.
- Sound affects.
- Still & moving images.
- Written & spoken word.
- Pedagogy & design.

Whose IPR - counts?

- Good Multimedia will have shared IPR.
- Individual images are important but very few are unique.
- So what is the future for cultural institutions?

Putting the I back into PR

- Rich informative resources required.
- 3D is the new multimedia resource.
- Do our cultural institutions have the bottle?

To Lock or Unlock Our Culture

- Intellectual Property by all means.
- Rights by all means.
- But never, never, drive the away the user.
- The user is king.
- The king can and will go elsewhere.