

## **- IBM Information highway**

The information highway, Prototype for a multimedia document, IBM Canada, (1992 ).

IBM Canada

Développement d'un concept d'un document multimédia sur l'autoroute électronique

(voir vidéo)

\$20,000.00

### **ideas for highways**

architect engineer designer

"Communication is about sharing"

drawings

models

pen pencil crayons etc...

parts of an object

"Sharing events"

photographs of prized object

photograph friends celebrating an event

award

"Sharing ideas"

physics book

rough diagram handwritten

caliper

"Sharing intimacy"

childrens drawing

"Each medium allows us to get closer to each other"

"Electronic broadband communication brings us presence."

using hd tv screen

workstation cad

teleconference all on the same screen

"How did it go"

"We are getting there, I think it will work, "

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Historical

In the past, we innovated by finding new ways of bringing our resources to market

- roads
- boats
- trains
- planes

As we move towards a knowledge based industry new information highways will carry our goods to communities around the world

- somebody working at a hdtv screen
- screen of text, numbers, faces talking, images sound
- the idea of global networks
- the earth, satellites, etc....

As we translate our world of images, sound, objects and environments into digital formats we can now make them globally available

medicine

- (convalescence at home)
- availability of international expertise
- better use of limited human and physical resources

Education and research

- instant access to people and information regardless of location
- instant up-dating and dissemination of information

Entertainment

- cater to the individual preferences of the viewers

Government

- make their services instantaneously available in the home
- allow the public to access and use government services

empowerment of the individual

infrastructure

- allow new partnerships to develop

—

Communication is about sharing

Sharing events

Sharing ideas

Sharing intimacy

Each medium allows us to get closer to each other

Electronic broadband communication brings us presence.