

Introduction to Interactive TV

This course introduces the concept of interactive television. It gives an overview of the platforms and technologies used as well as a look at the range of interactive programmes and services available.

What you will learn:

- What is Interactive TV?
- Getting started – middleware, authoring tools
- Demo of interactive TV services
- Case studies
- Design, usability and navigation issues
- Creative brainstorming to explore enhancing programmes

For who:

Content developers, programmers, interactive producers, media professionals who are interested in learning about this new platform.

Course Outline:

- What is Interactive TV?
 - Introduction to concept of interactive TV
 - Interactive TV services
- Getting started – middleware, authoring tools
 - A look at how to start an interactive TV service.
 - What are the tools in the market that you can use
 - A short demo of the authoring tools
- Demo of interactive TV services and case studies
 - “Live” Demo of MediaCorp’s interactive TV service
 - .Successful case studies. What makes them tick?
- Design, usability and navigation issues
 - Differences between PC and TV
 - Design issue
 - Development process
- Creative brainstorming to explore enhancing programmes
 - Workshop: Brainstorm for ideals to add value to your programmes

Supported by:

Venue:

DigiWorkz, located at The School of Film & Media Studies in Ngee Ann Polytechnic, to provide broadcasters and production house with hands on skills taught by expert trainers.

Duration:

1/2 days course

Fees:

S\$ 180.00 (before 7% GST)

Contact:

Ho Siew Mun
siewmun@editecintl.com

Supported by:



REGISTRATION FORM

Please fax this form to (65) 62828 039 to book your place

Yes! Please register the following participant(s) for this course.

Introduction to Interactive TV

Course fees: **S\$ 180.00** (before 7% GST) Duration: **1/2 days**

Course dates: ____/____/____ to ____/____/____

1) Name (Dr/Mr/Mrs/Ms).....
Title:
Email:

2) Name (Dr/Mr/Mrs/Ms).....
Title:
Email:

Company:

Address:

Email:

Tel: Fax:

Nature of Business:

Important notice:

Payment must be received **7 days prior to the course** to guarantee your place.

Method of payment:

Please arrange a crossed cheque or bank draft made payable to EDITEC INTERNATIONAL PTE LTD.
And mail your payment together with a copy of this registration to:

61 Tai Seng Avenue,
#05-01 UE Print Media Hub,
Singapore 534167

Enclosed is our cheque /draft for S\$

Overseas delegates may pay by **telegraphic transfer** into the account of Editec International Pte Ltd to the following account:

Account No.932-343-086-8
United Overseas Bank
Block 803 King George's Avenue
#01-242/244
Singapore 200803

Please quote "name of course" and your company name in your payment instructions.

Cancellation and transfers:

If you are unable to attend, a substitute delegate is welcome at no extra charges. Please provide the name and title of the substitute delegate at least 3 days prior to the seminar.

A full refund less 10% admin charge will be given for cancellation received in writing 14 days before commencement of the course.

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