

Symposium on Personal Entertainment

Wednesday, May 4, 2005

Session 1: Media

Glenn Reitmeier

Vice President Technology

NBC Universal

Since joining NBC, Glenn Reitmeier has been involved in the creation and launch of NBC's new high-definition cable channel, Bravo-HD+, and its new DTV multicast channel, NBC Weather Plus. A pioneer in digital television, he was a key contributor to establishing the ITU 601 component digital-video standard. During the competitive phase of HDTV standardization, Reitmeier led the Sarnoff-Thomson-Philips-NBC development of Advanced Digital HDTV, which pioneered packetized transport, MPEG compression, and multiple video formats. As a member of the Digital HDTV Grand Alliance, he took a leadership role in technical decisions, communications with government and industry, and computer interoperability efforts. He is the recipient of the Society of Motion Picture and Television Engineers' Progress Medal and the Leitch Gold Medal. Reitmeier holds 50 patents in digital video technology.

Bob Lyons

Director of Radio and New Media Initiatives

WGBH Boston

Bob Lyons oversees Web and streaming services for WGBH's radio, television, and cable outlets, in addition to satellite radio initiatives and national radio projects. His recent projects include launching public broadcasting's first podcasts (October 2004), and the creation of the WGBH Forum Network, an archive of video Webcasts of public lectures, which now has content partnerships with 27 libraries, museums, and universities throughout the Boston area. He is currently developing blogs and podcasts for WGBH, working on meta-data standards for Public Radio's digital broadcast service, and serving on a national consortium of public broadcasters to develop new platforms for downloadable distribution of public radio and television content. Lyons also teaches music production for radio and the Web at Northeastern University. His background includes award-winning radio work as producer and executive producer. He was co-creator and executive producer of NPR's word-quizzing radio show *Says You* and developed national radio companions for several PBS series including *Martin Scorsese presents The Blues*, *Africans in America*, and *Rock&Roll*, along with numerous music specials for NPR, PRI, and Warner Reprise.

Frederic V. Bien

Former Senior Vice President, Advanced Media Technology

Turner Broadcasting System, Inc.

Frederic Bien led the digital transition strategy for Turner Broadcasting System's cable networks, as well as the integration of new technologies, such as digital video recorders, VOD, broadband video, HDTV and network localization. He is a founding member and current chairman of the Time Warner Media Asset Management Committee, which develops strategy and architecture and fosters creative alliances across the Time Warner portfolio of networks and businesses. Before joining Turner, Bien was vice president of communities and marketing technology, and later CTO, of BigStar Entertainment. He founded and continues to serve as a director of Belamo Corp., which produces and markets Flirt.com, a popular relationship Web site; Flirt.com was acquired by Playboy Enterprises Inc., and Bien joined that company as vice president of business development. He was also CEO of Bien Logic, the largest Web-design agency in San Diego and Orange County, CA when it was sold to SiteLab International in 1997; the company's clients included Netscape, Oracle, Wal-Mart, Xerox, Hewlett-Packard and the Smithsonian. Bien earned

bachelor's degrees in mathematics and education from the Université Libre de Bruxelles, Belgium and a PhD in mathematics from MIT. He was assistant professor at Princeton University and tenured associate professor of mathematics at the University of California at San Diego. He has published a book and many papers in international mathematical journals; was honored with the President's Award for Distinguished Teaching at Princeton University; was named Presidential Young Investigator by the National Science Foundation; and received an Alfred Sloan Doctoral Research Fellowship.

Charles Swartz

Executive Director/CEO

Entertainment Technology Center at USC

Charles Swartz's work at the Entertainment Technology Center at USC (ETC-USC)—a neutral, stand-alone research organization in the School of Cinema-Television—focuses on understanding the impact of new technology on the entertainment industry. He began his career in film and television production at Warner Bros. Television, Roger Corman's New World Pictures, and Dimension Pictures, which he co-founded. Swartz produced eight feature films and earned a screen credit for writing six of them. After Dimension, he became education specialist and program manager at UCLA Extension's Department of Entertainment Studies and Performing Arts, where he created a curriculum that reflected the rise of digital technology and business in entertainment. Following UCLA, Swartz was named director of business development for the entertainment industry at Anderson Consulting (now Accenture), and then director of integrated strategy for media and entertainment at the e-business consulting firm, Sapient. When Sapient closed its media sector, Swartz founded Charles S. Swartz Consulting to connect entertainment clients with companies exploring the potential of broadband wireless. Swartz is governor representing SMPTE's (Society of Motion Picture and Television Engineers) Hollywood region, and co-chair of the Hollywood section education committee. He was named SMPTE Fellow in 2004.

Session 2: Personalizing Products and Services, Part I

Carl Yankowski

Chairman of the Board and CEO

Majesco Holdings, Inc.

A seasoned global brand-builder, Carl Yankowski has shown solid success across a variety of industries, including technology and consumer-packaged goods. Yankowski served as CEO of 3Com/Palm, Inc. and Reebok Brand at Reebok International Ltd., president and COO of Sony Electronics, Inc., and chairman of Polaroid's Asia-Pacific region. He has held marketing and strategic-leadership positions for several technology and consumer-products companies, including General Electric, Memorex, Proctor and Gamble, and Pepsi. Yankowski currently serves on the boards of directors of a number of privately held companies, as well as the boards of Chase Corporation, Informatica, TNX Television Holdings, Inc., Boston College, and several smaller technology and consumer product-oriented companies. He has multiple Fortune 1000 board, audit, and compensation committee experience. Yankowski holds a BS in electrical engineering and a BS in management with concentrations in materials research and systems modeling from MIT.

Edward J. (Ted) Koplár

President and CEO

Koplár Communications International, Inc.

Edward J. “Ted” Koplar joined KPLR-TV as a producer and director in the mid-1960s and became its CEO and president in 1979. He developed KPLR-TV’s first newscast, which became the number-one-ranked independent television newscast in the U.S. within three years. Under his direction, KPLR was the first broadcast facility in the country licensed by the FCC to own and operate a satellite earth station; in 1999, Koplar sold KPLR-TV to Warner Bros. In 1985, he discovered interactivity through Nolan Bushnell, whose audio-based technology inspired Koplar to develop optical-based interactive capabilities; he commissioned Interactive Systems, Inc. (ISI) to develop a way to communicate additional information through the television’s video signal. VEIL™ (Video Encoded Invisible Light) was the result. VEIL technology entered the consumer market in Mattel’s TV-activated Batmobile and Batlink Handheld Communicator. Koplar also founded World Events Productions, Ltd., which introduced the animated show *Voltron: Defender of the Universe*, and later the Daytime-Emmy-Award winning, *Voltron: The Third Dimension*, the first 3-D, computer-generated, animated series completely produced in the United States. Koplar is also involved in real estate in St. Louis and elsewhere in Missouri, where his real-estate company, Koplar Properties, is leading a \$20 million redevelopment project of Maryland Plaza in St. Louis’s Central West End historic district.

Corinne Wayshak
CEO and Co-Founder
Confoti, Inc.

Confoti, Inc. is a company that is revolutionizing custom printing, enabling both consumers and commercial businesses to personalize products with digital photography at a fraction of the cost of traditional print methods. The company applies its custom-printing processes to the \$450-million photo-customized product market, making everything from die-cut confetti to stickers and labels, in short-run print jobs with large cost reductions compared to alternative methods. Its technology is also being licensed in the \$30-billion corporate, promotional, and gifting markets and the emerging international vanity-postage market. The company has established partnerships with Kodak, 1800Flowers, and The Wedding Channel. Commercial customers include Anheuser-Busch, HBO, Veuve Clicquot, NBC, Disney, and Stanford University. Prior to founding Confoti, Corinne Wayshak worked for Apple computer and was founder of a product design and marketing service business. She holds BS degrees from MIT in both computer science and media and film. She has conducted interdisciplinary seminars on media and technology at both MIT and San Francisco State University.

Session 3: Deep Engagement

Glorianna Davenport
NEED TO ADD HER STANDARD BIO

Cynthia Breazeal
NEED TO ADD HER STANDARD BIO

Samantha Ryan
CEO
Monolith

Samantha Ryan, who joined Monolith in 1998, combines a unique background in both production and marketing. Her 12 years of experience in entertainment marketing encompass projects for Infinity Broadcasting, a division of CBS, and the Singapore Broadcast Corporation in SE Asia, as well as product campaigns for the Miller Brewing Company, Tetris, and Frito-Lay. Her production experience includes work in the broadcast industry and as a producer for Monolith’s acclaimed *No One Lives Forever* series.

David Kung
Marketing Executive
Creative Artists Agency

At Creative Artists Agency (CAA), a literary and talent agency based in Beverly Hills, David Kung specializes in technology and new media opportunities. He joined CAA in January 2001, coming from Walt Disney Imagineering Research and Development, where he pioneered Disney/ABC's efforts in interactive television. He began his career as director of technology for Propaganda Code, the interactive division of Propaganda Films, and went on to serve as a design lead at Art Technology Group, working with clients including Sony, Disney, and BDDP. Kung attended NYU's Tisch School of the Arts and MIT, where he earned degrees in architecture and film and media studies. He completed his master's degree in media arts and sciences at the Media Lab in the Interactive Cinema (now Media Fabrics) group.

Session 4: Personalizing Products and Services, Part II

Vince Broady
Co-Founder, GameSpot
Senior Vice President, Entertainment, CNET Networks

Vince Broady is responsible for CNET Networks' entertainment strategy and for managing its entertainment-related businesses; these include GameSpot and MP3.com. A well-known speaker and moderator, he has appeared at industry events including E3, CES, and the IEMA Summit. Prior to his current role, Broady managed mySimon, CNET Networks' award-winning comparison-shopping service, and served as vice president, product development and general manager, consumer group for ZDNet, which was acquired by CNET Networks in 2000. For ZDNet, he managed the company's overall strategic development efforts and developed on-line destinations for magazines including *Yahoo! Internet Life* and *FamilyPC*. He also wrote a regular column for *AnchorDesk*, ZDNet's popular e-mail newsletter. Before co-founding GameSpot, Broady was executive editor at IDG's *Multimedia World* magazine. He holds a BA in religious studies from Brown University.

Jorge Abellas-Martin
Senior Vice President
Chief Information Officer
Arnold Worldwide

Jorge Abellas-Martin's career in information technology for advertising dates back to his first post-graduation position as a systems analyst at Marti, Flores, Prieto, a J. Walter Thompson affiliate and the second-largest advertising agency in Puerto Rico. He went on to Data General, where he was MIS manager for Latin America, and then joined Hill Holliday—at that time the largest advertising agency in New England—as MIS manager. During his ten-year tenure there, he rose to MIS director, deploying a wide range of innovative technologies, including workflow systems and the pre-Internet boom client, Extranets. In 1999, he joined Arnold Communications as senior vice president/chief information officer. As CIO, Abellas-Martin has managed the company's information technology as it grew from a \$1.1 billion national agency to a more than \$2 billion international creative powerhouse, Arnold Worldwide. Today his Arnold business card reads “head geek.” He holds a BA in information technology from Brown University.

Jay Lee
Senior Manager, Strategic Business Planning Group
Samsung Electronics

Jay Lee's work focuses on building a next-generation personal platform over all-IP mobility in heterogeneous networks, developing devices to transform innovations in technology, the marketplace, and lifestyle. He has served as a research program liaison for the Samsung-MIT Corporate Research Partnership, as an academic board member of Seoul National University, and as a program mentor for the Samsung Lee Kun Hee Scholarship Foundations. Before joining Samsung, Lee was a visiting research scientist and research assistant in the Media Lab's Tangible Media group. His research at the Lab was in the field of human-computer interaction, designing new computational tangible interfaces to bridge the digital and physical worlds more seamlessly. Lee has also worked closely with Nicholas Negroponte to extend the Media Lab's world-partner collaborations. He received two MS degrees from MIT, and also earned master's and bachelor's degrees through the School of Arts and Design at Hong-ik University in Seoul. His research has been published by ACM SIGCHI and SIGGRAPH, and he has exhibited interactive work at MIT-CAVS, SIGGRAPH, NTT-ICC, Ars Electronica, and Interaction. Lee is an IDEA 2000 award recipient for interface design, with the Media Lab's Tangible Media group.

Jon Dakss

Vice President of Technology

GoldPocket Interactive

At GoldPocket, Jon Dakss works closely with cable and satellite operators to deploy interactive solutions and shape the company's product direction. As CTO of GoldPocket's London offices he worked closely with major European broadcasters and cable and satellite operators to launch compelling interactive applications. Previously, he was CTO and co-founder of WatchPoint Media, an MIT Media Lab spin-off company which specialized in interactive-television authoring tools and which was acquired by GoldPocket in 2003. While at the Media Lab, Dakss created *HyperSoap*, which successfully demonstrated the ability of TV viewers to browse, and potentially purchase, all of the clothing, props, and furnishings associated with a hyperlinked television show. Dakss is chairman of the iTV Production Standards, an initiative started by leaders in the television industry to standardize the languages and protocols for iTV content. He has published articles in *SPIE Multimedia*, *IBM Systems Journal* and *SMPTE Journal* and has been featured on CNN, *Rolling Stone Magazine*, *DV Magazine*, *Technology Review*, *Yahoo! Internet Life*, and dailies in London, Tokyo, and Brazil. Dakss received his bachelor's degree in computer science from Columbia University and his MS degree in media technology from MIT.