



NEWS RELEASE

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****MEDIA ALERT****

AFI's Enhanced TV WORKSHOP DEBUTS 2002 PROTOTYPES

I LOVE LUCY, Turner Classic Movies, SESAME STREET, ARTHUR Among Those Produced For TV's Newest Technologies

What:

The American Film Institute's 2002 Enhanced TV Workshop (AFI eTV) will present the results of its most recent year-long production cycle, unveiling eight broadcast-capable think pieces utilizing existing and soon-to-be-available enhanced TV technologies.

Who:

Participating production teams comprised of jury-selected TV shows, enhanced TV experts, studios, networks, interactive designers, and technology platform providers created state-of-the-art prototypes of:

- I LOVE LUCY (TV Land)
- A brand experience for the Turner Classic Movies network
- SESAME STREET (PBS)
- ARTHUR (PBS)
- THE BEST OF (Food Network)
- AFI LIFE ACHIEVEMENT AWARD (USA Networks)
- P.O.V. (PBS)
- MATTERS OF RACE (PBS)

Among the more than 50 participating eTV design and production companies are Goldpocket Interactive, Beyond Z Interactive Media, Dale Herigstav, Schematic (formerly H Design), Proteus, Cylo, Autonomy, iVast, Microsoft, OpenTV and Liberate Technologies.

This fifth year of the AFI eTV Workshop is made possible by the generous contributions of the Corporation for Public Broadcasting, Microsoft TV and Windows Media Division, OpenTV, Digital Media Centers, Liberate Technologies, and Interland, Inc.

When:

Tuesday, December 3, 2002. Presentations will be held from 9:30 a.m. – 6:00 p.m.

Where:

American Film Institute, Mark Goodson Screening Room, 2021 N. Western Avenue, Los Angeles, CA 90027-1657

About eTV Lab:

The AFI eTV Workshop is a research and development environment that prepares the television creative community for digital, interactive broadcast storytelling through a hands-on prototype production process.

AFI brings the television production community together with leaders in the creation of digital content for TV. AFI's creative environment provides professional consulting, support and "mentoring" by world-class leaders in content production, interactive technologies, design, business and distribution. Issues influencing and accelerating the development of this new medium in the US and internationally are identified and addressed within the AFI program. The result is advanced production work which serves show producers, networks and the community as a whole.

Since its inception in 1998, AFI eTV has established itself as the most progressive and effective forum for exploring creative opportunities promised by enhanced TV.

About the American Film Institute:

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los Angeles International Film Festival; the AFI National Theater at the Kennedy Center in Washington, DC; and the annual AFI Life Achievement Award, the highest honor given for a career in film. Opening in 2003, the AFI Silver Theatre and Cultural Center will offer a year-round program of the best in American and international

cinema, featuring an eclectic mix of festivals, premieres, retrospectives, special events, tributes, guest appearances and education program.

More information about AFI can be found by visiting its Web site, located at www.AFI.com.

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For Press Credentials Contact:

Liza deVilla
American Film Institute
323.856.7896
ldevilla@AFI.com

Linda Dozoretz
Linda Dozoretz Communications
323.656.4499
linda@ldcomm.com

