

Turtle Lane Studios Pty Ltd  
ACN 077 360 368

PO Box 26, Erskineville, NSW 2043, AUSTRALIA  
Phone & Fax: +61-2-95 19 99 85  
Email: [turtlelane@turtlelane.com.au](mailto:turtlelane@turtlelane.com.au)  
Web: <http://www.turtlelane.com.au>



## EVENTS ON LINE

### OVERVIEW

#### EVENTS ON LINE :-

- provides simple access to media-rich information from many perspectives;
- facilitates the publishing of rich information spaces through the use of multiple communications channels all working together as they do in real life, accessed through an extensive web of intelligent navigation points; and
- provides a fertile environment for the delivery of electronic advertising, flexibly-delivered education and training, electronic proceedings of lectures and seminars, exhibitions, presentations, product launches, etc.

### THE MAIN FEATURES

#### EVENTS ON LINE :-

- is not just a web TV or web broadcasting system;
- provides users with an engaging and rich experience when interacting with digital information services
- supports multiple synchronised channels of information all working together as we are used to in real life. This provides for the development of richer information spaces utilising the appropriate media to suit the message;
- uses a professionally created index as a time-based and alphabetic-based concept index linking all material irrespective of type. This means that a user can find items of interest and then navigate to them irrespective of whether the items are recorded as video, audio, text or images or as a combination. The index does not necessarily mirror the actual textual content of an item, so the user does not have to know what words were used in an item to find it - the concept and/or context of the item is recorded instead and this provides more discriminatory access. So the user is not navigating through a single-lane one-way street but freely roams a network of multiple lane highways linking items of interest;

- accommodates maximum flexibility for the user to determine the type of interaction they will have. It supports any information stream to control an interaction - the user is not forced to use the video as the controlling stream. For example, a user can drive the video and audio streams by clicking on an appropriate index entry or selecting from a list of retrieved items or choosing a particular image as a starting point. Alternatively, a user can choose a starting point in the video or audio and cue up the related information channels;
- has a navigation facility that has been separated from the content. This separates reading from navigation, clearly disconnecting these important but differing functions thus reducing the confusion readers have with current web systems;
- assists in readily extending the information space. The separation of navigation from reading enables the information space to be simply enlarged without recourse to time consuming and expensive editing of the content. We merely merge and sort the index to extend navigation to the new information space;
- makes each information stream to be as interactive as possible enabling the user to, for example, anticipate a speaker by looking ahead in the transcript or remind themselves of what was on the last overhead whilst the speaker continues as normal. Far from assisting getting lost, all information streams will resynchronise with the current controlling stream at regular intervals, thus returning the transcript back to its proper place and displaying the correct overhead; and
- delivers information services through the web or locally using CD ROM, DVD or hard disk technology, without alteration to the system.

## THE EVENTS ON LINE TECHNOLOGY

Events On Line was developed in response to our experience with the 'electronic paper' web sites of today: web sites presenting a static and limiting view of some information using images and text, occasionally made 'interactive' through the use of Java scripts. Our expertise with the architecture of information indicated that such designs can actually impede the communication with the user and leave them totally unsatisfied and frustrated with their experience. This does not induce them come back!

Our vision was for an environment providing a rich engaging experience by incorporating fully synchronised multiple-media, namely, video, audio, image and text, value added through the use of state-of-the-art indexing techniques supporting navigation (see Figure 1).

Events On Line provides multi-dimensional intelligent access to an information space. It is multi-dimensional through the use of index technology which provides many entry points to the information. It is intelligent access as the index terms are provided by human indexing experts using their intelligence to identify the important points in the information content rather than

some statistical method employed by a search engine. In addition, the index terms are classified and inter-related as appropriate providing a rich web of gateways to the information itself. This index can then be viewed from a number of perspectives, for example, sorted by time or sorted alphabetically (see Figure 2) which equates to sorting the information itself different ways.

An example of a one day symposium event delivered using our technology, The Electronic Proceedings produced for the Australian Vice Chancellors' Committee Electronic Publishing Working Party (AVCC EPWG), is shown in the figure 1. In this interface, the top left frame is the time-based index, top right frame the speaker's support material, bottom left frame the video channel and bottom right frame the transcript. The audio is stored as part of the video and heard through the computer's speakers.

As the reader progresses through the event, the index frame always shows those index points relevant to that point in time and thus provides feedback to the reader as to where it is logical for them to associatively navigate. Notice, however, that the index terms do not necessarily use the words of the speaker: index terms describe the topics being discussed or mentioned and thus represent a more natural memory of the discussion.

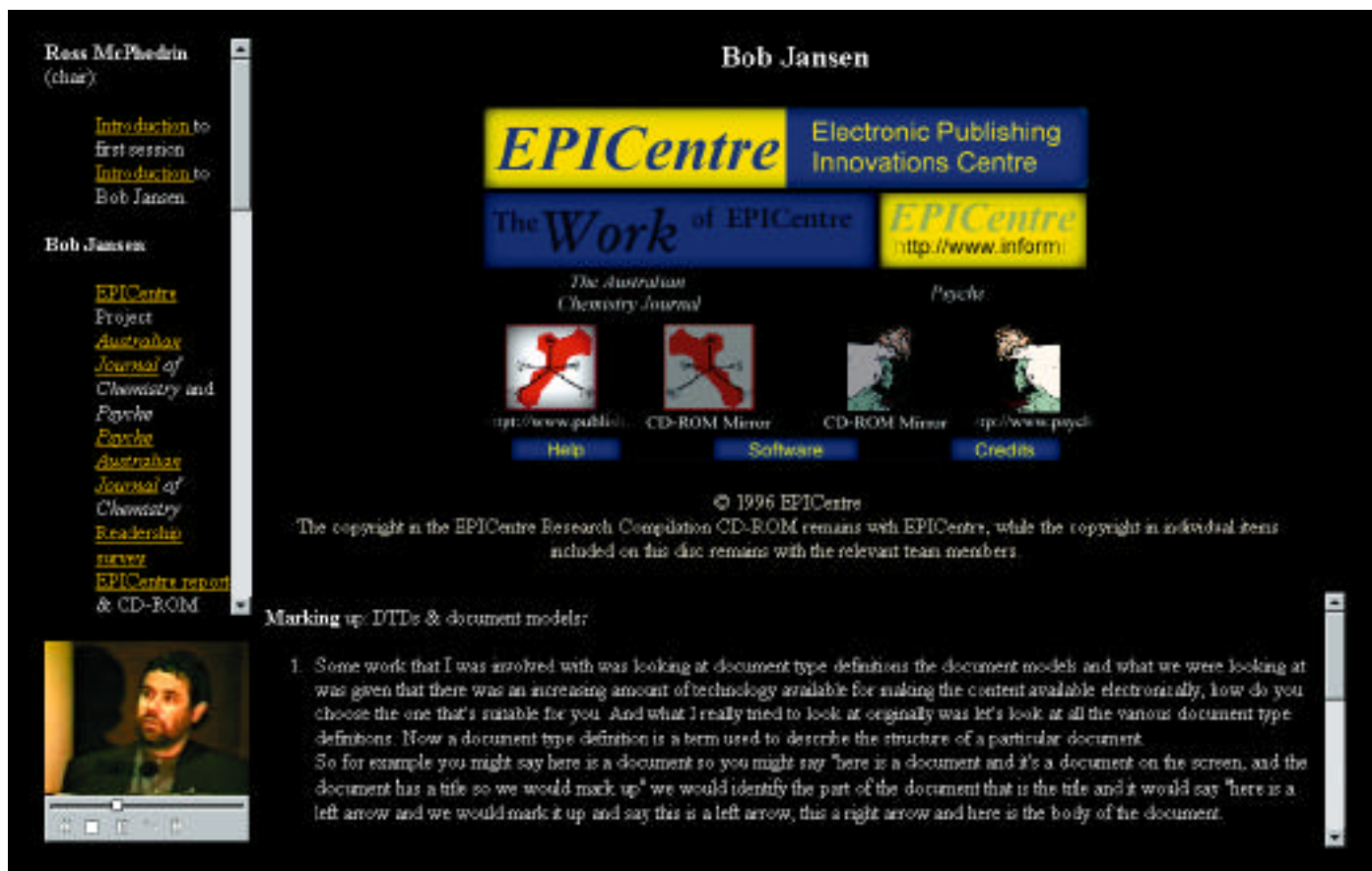


Figure 1. User Interface to the Electronic Proceedings.

## SUITABLE APPLICATIONS

There are many situations suitable for an Events On Line treatment, including lectures and seminars, advertising, slide shows, exhibitions in galleries and museums, product launches, presentations, etc. In fact any situation that involves the use of multiple-media, especially vision and sound, is amenable for an Events On Line treatment.

However, an engaging experience consists of more than just transcripts or a video recording. The communication channels are more extensive and subtle than those available via paper and these channels must be captured and made to work together as they do in real life.

Events On Line provides for use of multiple communication channels all working together to provide that rich engaging experience for your application.

## THE PROBLEM

The use of the Internet and especially the World Wide Web (WWW) is gaining popularity for the electronic publishing of conventional publications, such as research reports, books, manuals, and so on. The majority of these products share a common feature: the use of 'electronic' paper.

With electronic paper, the reader is presented with a simulacrum of paper, which limits the extent of its manipulation. The terms used to refer to aspects of this simulacrum are inherited from paper: pages, headers, references, citations, margins, gutters, etc. Several technologies have been developed especially to mimic paper, such as Adobe's Portable Document Format (PDF), which presents readers with page structures manipulated with a pseudo hand. PDF has its roots in Adobe's Postscript technology and this explains its paper-based mentality.

Electronic paper does, however, offer one advancement over traditional paper, namely the anchor and link structure. Using this structure, an author or publisher may identify take-off points in the publication and the address of the target so that, at run time, the reader can associatively link to and show the target object. Unfortunately, current models only facilitate one-to-one anchor-link mapping, so that an anchor can only point to one target, a ridiculous limitation given what we are used to with paper.

Events On Line overcomes this limitation by separating navigation from the content and utilising a rich index structure to provide true one-to-many linkages (see Figure 2).



Figure 2 - Alphabetic and time-based indexing structure

For non-paper objects such as artworks, 3D objects, etc, the electronic medium is even more discouraging at present. The majority of such electronic information spaces are two-dimensional in concept, provide little of the joy and delight of interacting with the object and little if any attempt at contextualising the object. This latter is most important as in a real exhibition, the object gains context from the exhibition itself and the principles underpinning the exhibition's *raison d'être*. In a live interaction, we have mechanisms for perceiving such complex exchanges but these are missing on the Web. Those art works produced for electronic delivery in general parallel the experience of electronic publishing in providing a digital analogue of canvas, fine art paper, etc.

By harnessing multiple channels of synchronised information, Events On Line breaks through the mediocrity of simulated paper and enables the publishing of richer information spaces.

## USER REQUIREMENTS

In light of our vision of pushing through the boundaries, it was agreed that the interface into an event on line should more accurately provide the user with the interaction they desire. The user requirements agreed to were as follows:

- Given that the information consists of a number of different types/media, the user must be able to find chunks of relevant information irrespective of type.
- Once relevant chunks have been identified, the user can select which particular channels to engage, from a number of available channels.
- All channels of information must remain synchronised throughout the interaction.
- The user is guided to chunks of available information using state of the art indexes and revert to brute force searching only if necessary.

A requirement that remains to be addressed is:

- The user should be able to customise the information space with their own access paths, understandings, etc.

This last requirement offers the greatest opportunity and benefit to providers in that selected customisations can be captured and made available to others as part of the value adding exercise associated with any information space. This subsequent value adding then comes at little cost to the provider.

By adopting these requirements, Events On Line enables more fertile and satisfying experiences for users.

## THE ARCHITECTURE

The architecture of the system is fairly straight forward and is similar to the architecture of common video compilation tools, such as Adobe Premiere; namely a set of parallel time-based channels of information intersecting with a set of guided tours that weave together important or interesting points through the perspective of the tour guide. Figure 3 demonstrates the principle.

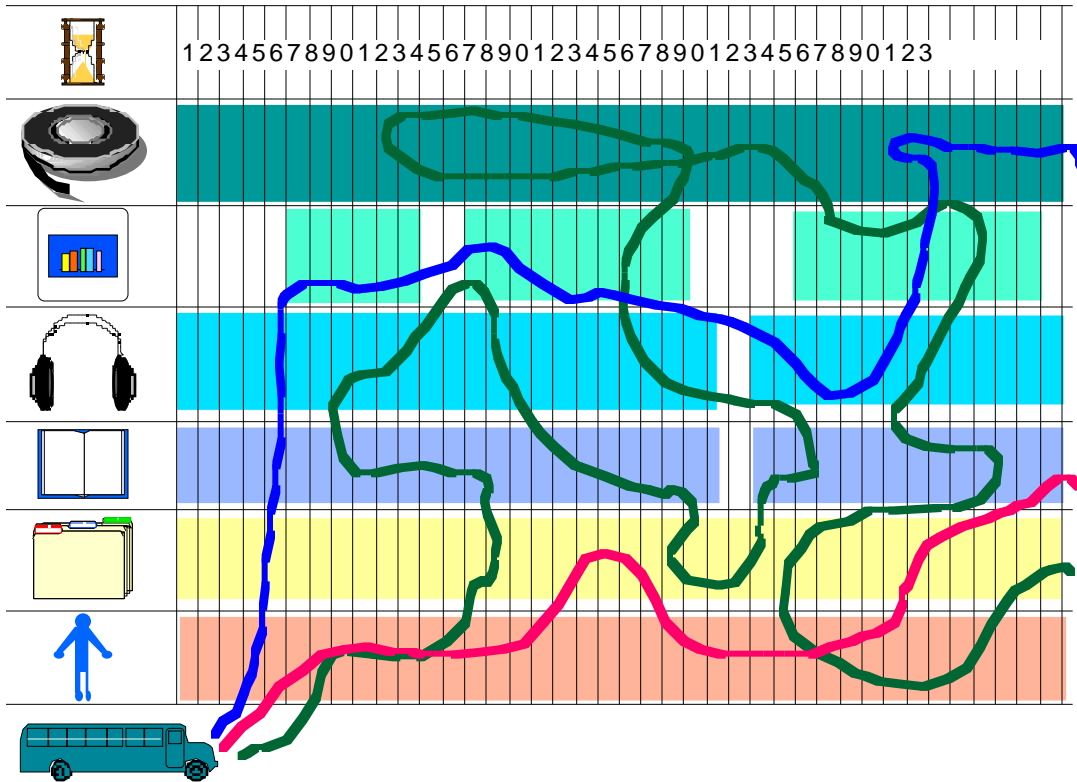


Figure 3. Architecture of an Event On Line

## HOW TO CONTACT US

Events on Line is a service offered jointly by Turtle Lane Studios Pty Ltd and CADRE Design Pty Ltd.

To inquire how we may assist you in making your event on line, please contact:

Dr. Bob Jansen  
Turtle Lane Studios Pty Ltd

Ph & Fax: +62-2-95 19 99 85  
Email: bob.jansen@turtlelane.com.au  
ICQ# 6240861