



## CineGrid @ PICNIC

 **Waag Society**

### Introduction

CineGrid, a consortium of national and international partners, will have a strong presence at the PICNIC Cross Media Event in Amsterdam in September 2007. CineGrid will be part of the main programme, host a partner event and several public events. The goal is to introduce media professionals and executives to the possibilities and challenges of ultra-high quality multimedia production, transmission and projection. We will discuss in detail new forms of content and content production, and new means of distribution and the consecutive business models. For PICNIC we have invited many internationally respected speakers. In this document you will find details on CineGrid and CineGrid @ PICNIC.

### CineGrid

CineGrid is an international initiative that was established to promote research, development and deployment of new distributed applications of ultra-high performance digital media (sound and picture) over advanced networks, using Grid computing technologies for networked collaboration. CineGrid combines state-of-the-art audiovisual recording technology along with high-speed photonic networks and ultra sharp projection facilities to record and deliver very high quality moving images and sound across continents. The resulting impression is overwhelming and resembles that of being present at a live performance.



The current state-of-the-art is called "4K" after the number of horizontal pixels in the image, 4096x2160 per frame; four times that of High Definition Television and equivalent to 35 MM film.



A one-and-a-half-hour recording before compression contains roughly 5.5 Terabytes of data – which fits on about 1.200 DVD's. Sound will also be in very high quality, with 24 channels uncompressed audio for much richer sound than normal audio CD recordings.

An international group of renowned audiovisual, multimedia and networking scientists is researching and tuning all the steps that lay in between the theoretically possible and the actual state-of-the-art. The technology, consisting of camera's, microphones and mixers, audio and video recording equipment, projectors, speakers and optical networks, is starting to develop and will become commercially available in a few years.

More information:  
<http://www.cinegrid.org>  
<http://www.cinegrid.nl>

### CineGrid in Europe

With the help of the CineGrid founding members in America and Japan, the Dutch member organizations of CineGrid including SURFnet, SARA, the University of Amsterdam and Waag Society are setting up the first CineGrid node in Europe. This node will produce, store and project 4K material, collaborating with many partner institutions, like the Dutch Film Museum, the Dutch Institute for Sound and Vision, the Internet Society, International Documentary Festival Amsterdam and many more.



## CineGrid @ PICNIC '07

CineGrid has been chosen as one of the main themes of PICNIC 2007. At PICNIC we will demonstrate the state-of-the-art and discuss about the many uses and challenges of CineGrid. Goals of the presentation of CineGrid are the international exchange of knowledge and debate on future directions and implications of ultra high performance audiovisual techniques and digital distribution. Showing the possibilities and discussing market potential, this event will inspire and empower future users in the cultural, scientific and business communities.

Amongst the confirmed speakers are Tom DeFanti (University of California San Diego's California Institute of Information and Telecommunications Technology (UCSD/Calit2)), Cees de Laat (University of Amsterdam), Kees Neggers (SURFnet), Laurin Herr and Natalie Van Osdol (Pacific Interface Inc.), Naohisa Ohta and Kunitake Kaneko (Keio University Research Institute for Digital Media and Content (Keio/DMC)) and Marleen Stikker (Waag Society).

## PICNIC'07

Amsterdam, 22-29 September 2007



### PICNIC'07: Feel. Play. Make.

Do you want to create, learn, interact and be inspired? Then join us at PICNIC'07, Amsterdam's annual event for all those interested and involved in cross media content and technology.

Under the theme 'Feel. Play. Make.' PICNIC'07 will provide you with the opportunity to discuss major trends, see innovative formats, content and channels and develop new opportunities.

From online and mobile games to interactive TV formats, from multi-format brands to consumer-generated content, PICNIC'07 will inspire you to explore the world of cross media.

PICNIC'07 will take place from September 22-29, 2007 at Amsterdam's Westergasfabriek, a cultural facility located in a former gas factory. PICNIC'07 delegates are invited to take advantage of Amsterdam's media and design scene as well as bars, restaurants, museums and nightlife.

### Session Formats

- Content showcases and demos
- Keynote speeches from creative producers and entrepreneurs
- Creative pitches
- Workshops
- Interactive panel discussions
- Partner events hosted by companies, industry associations and non-profits
- Exhibition
- Speed networking



### Target Audience

**MEDIA PRODUCERS AND CREATIVES**  
Content production companies, studios, agencies, gaming developers, artists, entrepreneurs

### CONTENT DISTRIBUTORS AND PLATFORM OWNERS

Broadcasters, TV channels, ISPs, cable operators, telco's, mobile operators, satellite operators, digital music companies, content licensing companies

### MEDIA INVESTORS

Banks venture capital firms, investment firms

### RESEARCHERS AND VISIONARIES

Universities, media labs

## Partner Event

The partner event consists of an introductory session, 4K demonstrations and two panel sessions. One panel is concentrating on new forms of content and content production and the other on new means of distribution, emerging services and novel business models. The partner event will release previously unseen 4K material made by students of the Sandberg Institute. Speakers will include Laurin Herr, Tom DeFanti, Naohisa Ohta, Cees de Laat and Marleen Stikker.

## Public Events

We will have up to three public events showing the state of the art in current 4K filmmaking. The public events consist of the screening of excerpts of 4K recordings, followed by a 'ONE MINUTES' show: one minutes made by students of Sandberg Institute, artists and Jaap Drupsteen.

Together these events will reach a relevant audience of hundreds of people and introduce them to the future of audiovisual production.

## Contact

Questions are highly appreciated. For these, you can contact Frank Kresin, programme manager at Waag Society, to be reached by e-mail [frank@waag.org](mailto:frank@waag.org) and direct phone number +31 (0)20 557 9825 or +31 (0)6 50 576 449.



## PICNIC

PICNIC'07 is Europe's leading event on creativity and innovation, and is organised around the themes 'Feel, Play, Make'. PICNIC'07 covers developments in the intersecting fields of media, technology, entertainment, art, science and the creative process. PICNIC includes a week of seminars, conferences, shows and meetings as well as a series of smaller high-level networking gatherings throughout the year. PICNIC07 will bring together over 7,500 delegates from the creative industries.

PICNIC is made possible with support from the Dutch Ministry of Economic Affairs, the City of Amsterdam, and a number of corporate, service, network and media partners.

More information:

<http://www.picnicnetwork.org>



## Programme

The programme consists of three parts: keynote, partner event and public programme.

### Keynote

Laurin Herr (CineGrid.org) and Tom DeFanti (UCSD) will present on the CineGrid vision, state-of-the-art developments, uses, benefits and challenges. They will focus on the cross-disciplinary aspects in science, technology, arts and business opportunities.