

NETWORK BUSINESS

NEW PROGRAMS

We have recently added a number of new programs to the CineMuse Library from the National Film Board of Canada. The series *Miracle Planet* is an exploration of the history of life on earth, from the formation of the planet through billions of years to the evolution of humans. Other new additions include: *The Colours of My Father*, about artist Sam Borenstein; *Shining Mountains*, about the Rocky Mountains; *Peacekeepers*, about the UN's peacekeeping mission to the Congo; and *Whale Mission*, two programs from the producers of *Arctic Mission* about the battle to save endangered whale species. CineMuse is also renewing its contract with the BBC, so keep an eye out for some changes to the BBC programs listed in the online catalogue.

WE WANT TO HEAR FROM YOU!

Have you had audience feedback—positive or negative—about any of your CineMuse programs? Are you doing any special programming with your CineMuse shows that other members might like to hear about? Have you seen a great hi-def documentary that you would like to see added to the catalog? CineMuse wants to share your knowledge with the rest of the CineMuse Network so please tell us your news. Contact lsierolawski@cinemuse.com.

SEE YOU AT THE CONFERENCES

ACM: April 24-26 in Boston, MA.
AAM: April 27 – May 1 in Boston, MA.
CMA: May 2-6 in St. John, NB.
CASC: May 25-27 in Ottawa, ON.

MEMBER HIGHLIGHTS

NATIONAL SCIENCE CENTER

The National Science Center is a unique partnership between National Science Center, Inc., a non-profit organization, and the United States Army. Through national outreach programs, hands-on exhibits, science demonstrations and digital cinema, the NSC excites youth about math, science and technology. The NSC offers CineMuse hi-def programs in its Paul S. Simon Discovery Theater. They have been showing several BBC shows: *Wild Weather: Wind*, *Operation Dung Beetle*, and episodes from the series *Weird Nature* and *Walking with Dinosaurs*.

<http://www.nationalsciencecenter.org/>

PRESENTATION AT CALTECH

On February 17, the California Institute of Technology in Pasadena, CA, hosted a special presentation of the HD program *How to Build a Human: Predictor*. The screening was introduced by a CalTech graduate student and the event was attended by approximately 600 students. It received excellent feedback from teachers and there was also an article in the Pasadena Star News. CineMuse representatives were in attendance and gave a presentation on the CineMuse Network for a number of potential CineMuse sites in Southern California.

TECHNOLOGY TALK

HD-DVD, BLU-RAY AND THE FUTURE OF HD ON A DISC

Anyone following hi-def technology news will have seen a great deal of discussion on the relative merits of two new hi-def delivery formats: HD-DVD and Blu-ray. What is brewing is no doubt a format war much like the VHS/Betamax battle of the 1980s. HD-DVD (developed by Toshiba and NEC) is essentially a variation on existing DVD technology, which uses a red laser to read the disc. Blu-ray (developed by Sony) is a newer technology that uses a blue laser. Both products are set to be released very soon, HD-DVD in late March and Blu-ray in May. CineMuse will be evaluating both products as potential alternatives to tape. However, CineMuse is already testing a third format which was quietly released by I-O Data. The AVeL Linkplayer, also distributed by JVC, plays hi-def files saved as data on a standard DVD. While standard dual-layer DVDs can only hold about one hour of hi-def content, the player can also be connected to USB devices or via network cable to a computer and play files of any size directly from the computer's hard drive. In-house testing at CineMuse has been very successful and more tests are planned at Network member sites.