

NEWS

Creation International

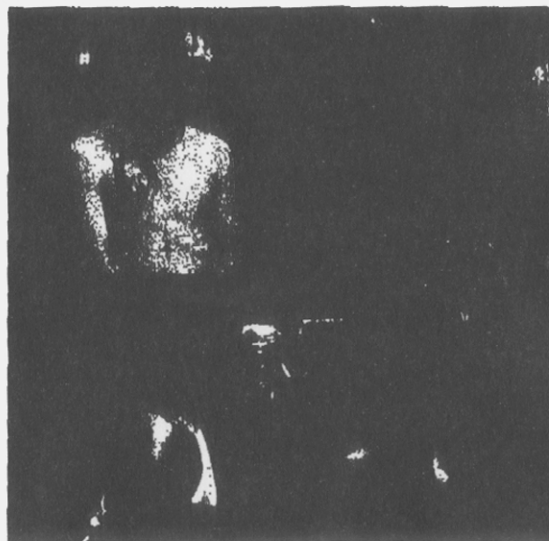
Top spots

The Advertising Producers Association (APA) has announced its choice of the year's top commercials created by the cream of British advertising at their annual celebratory evening at the Victoria and Albert Museum on the 18th September.

The selected commercials include the years funniest and most breathtaking films, from the technical genius of the Honda *Cog* to the amusing John Smiths campaign featuring Peter Kay.

Nike steals the show with four brilliant films; the Audi *Drink Like A Fish* commercial puts in an unsurprising appearance; as does Orange's celebrity trio of excellent spots, featuring Spike Lee, Carrie Fisher and Roy Scheider. Virgin Mobile's campaign *Wyclef* campaign - shown here - is another worthy entry on the list.

www.a-p-a.net



Scanner plan

Cintel, film specialist and the longest established company in the business - it can trace its history back to John Logie Brown in 1923 - has announced its intention to launch a revolutionary new film scanner next year. Using an innovative silicon head, never before used for film scanning, it will provide a middle way between dedicated film scanners and realtime solutions like Cintel's DSX and Thomas Sphit 4K.

The company claims that the new device will offer oversampled 2k scanning at speeds in excess of 7fps and "a 4k scanning rate many times faster than the nearest price-competitive scanner". Cintel suggests that its new product will sell for less than £300k. www.cintel.co.uk

Venetian music

The Venetian in Las Vegas is the third largest hotel in the world with a mere 4049 suites (numbers one and two are in Las Vegas, too). As part of a \$250 million expansion programme it has installed a Digigram networked audio system which delivers different material to different parts of the complex over the existing ethernet network.

The resort requires Italian music in the Grand Canal shopping area, Top 40 hits in the casinos, gentle classical music in the registration and the elevators, and commercial messages in the entrances, moving walkways and parking areas. The Digigram Audio Manager handles the necessary programming, delivering it using NCX networked audio terminals. www.digigram.com

Catch the blast

Blast Theory has won the prestigious Golden Nica for Interactive Art at the 2003 Prix Ars Electronica in Linz, for their groundbreaking project *Can You See Me Now?* Out of an all-time record of entries from 85 countries, Blast Theory are the first British artists to win the much coveted media arts award since 1991, which includes a cheque for €10,000. The prize is organised by the Austrian Broadcasting Corporation ORF within the internationally renowned Ars Electronica Festival.

Can You See Me Now? is a chase game played online and on the streets simultaneously. Online

players move around a virtual city, using their arrow keys to explore. The virtual city correlates exactly to an area of a real city: on the streets of that real city are Blast Theory's runners trying to "catch" the online players by getting within 5 metres of their location.

The runners (above) use a handheld computer and a Global Positioning Satellite (GPS) receiver to track the online players, who can text messages to each other and develop tactics to outrun the Blast Theory runners.

www.blasttheory.co.uk