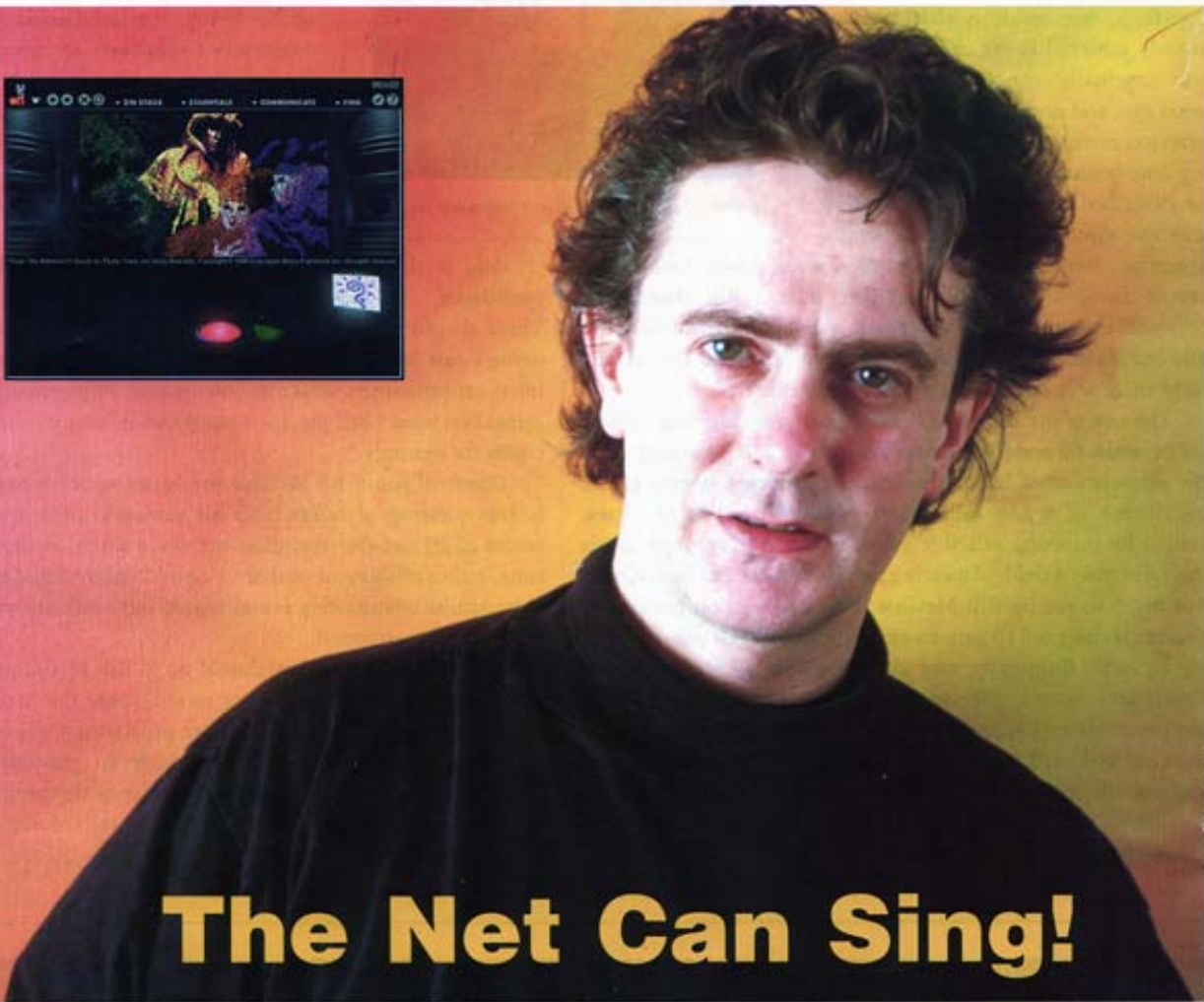


Philip Glass on the Internet - different every time!



# The Net Can Sing!

Transparencis supplied by Alex Boyesen

*Industry Review* is trying to widen awareness of all new IT innovations and this month draws attention to the latest audio developments with regard to interactive technologies.

What has been called "The longest free lunch in history" may



be over. Business is now waking up to the profit generating possibilities of the world's greatest network, the Internet, especially as we will all find out sooner or later, access to the Net becomes as natural as turning on the television.

Increasingly, the Net is being considered as a medium for cutting the cost of marketing and delivering goods and services globally and information providers are using 'push' technology to define their users' needs on the Net, the provider delivering information to discrete, personal desktops.

What's more, multinational information giants such as News Corp, Time Warner and Microsoft are buying into hot Web technologies to deliver multimedia television using the Net and satellite.

Inevitably, an historical and cultural revolution is taking place, characterised by a change from passive viewing to more and more an active involvement of making choices and decisions with on-screen information.

'Interactive' covers includes the Net, and fixed media such as CD-ROMS and hybrid media of the two combined.

Advertising messages, promotional brochures, videos and much more besides will soon be placed on the Net by businesses. And already there are interactive videos on the Net that look and sound differently each time they are played, including high minded modernist composers such as Philip Glass and leading edge international rock stars.

These particular videos were created by Flabberghasted (sic), a fully fledged interactive design house that ranks high amongst service providers for today's interactive industry. Based at London's Old Spitalfields Market and under the stewardship of its chairman Alex Boyesen, Flabberghasted is showcasing what can be done to, in Alex Boyesen's words, 'make the Net sing.'

In Flabberghasted's recent work, users' involvement is via an interactive engine developed by Blue Ribbon technology, now owned by Microsoft. Consistency of sound is achieved by the use of a soft synth stored on the hard disk in the user's machine. The soft synth can then be adapted by removing some of the existing sounds and replacing them.

As innovations go the benefits of enhanced, interactive audio on the Net and CD-ROMs have yet to prove their commercial value. But as commerce and industry understands the reach and grasp of interactive media, developments such as Flabberghasted's will be brought forward more and more. 