

Motion videos through a touchscreen interface

You could call it "portable broadband".

Imagine having an interactive motion video with multilingual content which allows playback through a touchscreen interface. It is a stable platform, and is flexible enough to be easily customised. Best of all, it is not dependent on a host personal computer (PC).

"It is a robust solution for the retail industry, and users are spared PC maintenance and hard

Although DVD Power is a new company, the team which runs it has been together for the past eight years at Ngee Ann polytechnic. Tay was also instrumental in setting up Asia's first DVD training School in Singapore in 1998.

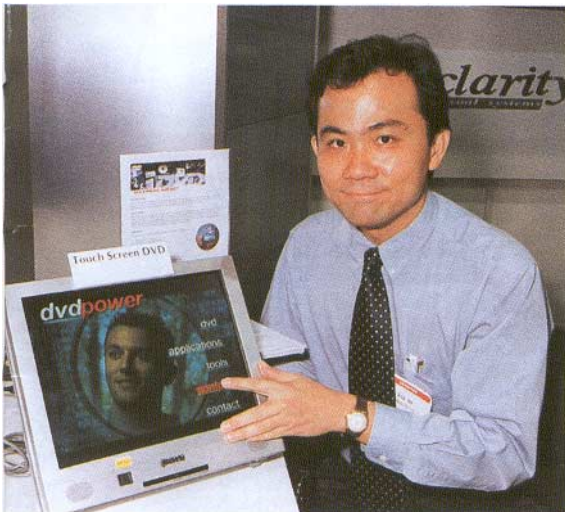
The quality of the company's multimedia projects can be appreciated when it is learnt that the 90-minute video *Born in Singapore*, produced by Tay and his team, won three awards at the DVD Association's Excellence Awards 2001, held on February 19 this year in Las Vegas.

"We used as many as 120 film clips that gave media facts, and details of population census, sporting and cultural activities about Singapore during the period 1960-79," says Tay. "It was commissioned by the Ministry of Information and The Arts (MITA)."

Two other MITA projects on which Tay worked on were *Singapore One Voice*, a 75-minute long video of national songs, and *Riding The Tiger*, a recently-released video on the life of former Prime Minister Lee Kuan Yew and the encounters of the People's Action Party against the communists during the struggle for Singapore's independence.

For the moment, Tay's company works with companies at the Singapore Science Park, and is also servicing five large DVD replicators. It is also in talks with the Singapore Science Centre to explore the multifarious uses of DVD for education.

"In the retail industry, we have been talking to several fast-food chains, theme parks and automobile agencies to produce interactive DVD manuals and promos for their customers," says Tay. "They are all excited about finding such a stable and flexible platform without having to deal with temperamental PCs!"



Nick Tay on touchscreen interactive motion video interface: It is a robust solution for the retail industry, and users are spared PC maintenance and hard disk crashes.

disk crashes," says Nick Tay, managing director of DVD Power (Asia) Pte Ltd, a three-month-old company that is an active consultant to Lingtec Pte Ltd (stand no. 4F2-4).

"We are multimedia producers, and can personalise presentations ranging from presentations on a company's profile to products, services, vision, portfolio, references and contact information. And all these in broadcast-quality video!"