

For Immediate Release
23 February 1995

PIONEERS OF INTERACTIVE MULTIMEDIA TO ADDRESS HKUST FORUM

Video-on-demand, home shopping and banking are only a few of the potentially countless applications of interactive multimedia to be discussed at the MULTIMEDIA-IN-ACTION forum at the University of Science and Technology on Saturday, 25 February 1995.

Hong Kong is on course for beating the world in building a city-wide information superhighway. How can businesses take advantage of the technology? How can it add to the bottom line?

These and related topics will be addressed at the morning seminar organised by the Department of Information and Systems Management of the HKUST School of Business and Management.

In his keynote speech, Hong Kong Telecom's Director of Multimedia Services, Dr William Lo, will explore the range of interactive multimedia services his company will offer local customers in the next few years, including the world's first widespread video-on-demand service.

Other guest participants include representatives from AT&T, Cathay Pacific Airways, Wing On Department Stores, and the Vocational Training Centre.

The forum opens with an introduction to the HKUST Multimedia Laboratory and a presentation of work by undergraduates in the multimedia design applications course, the first such course to be offered in the territory.

TOPIC: MULTIMEDIA-IN-ACTION
WHEN: Saturday, 25 February 1995, 9:30a.m.-12:30p.m.
WHERE: Lee Wing Tat Lecture Theatre (Lecture Theatre D), HKUST

Note to Editors:

Please direct enquiries to the Office of Public Affairs at 2358 6305 or 2358 8555.