



2007 INTERACTIVE SUMMIT

DALE HERIGSTAD BREAKOUT SESSION

- I. New Television
 1. New Context of Screen Media
 - a. Rich Media
 - b. Flow of Media
 - c. Connected Media through IP

- II. Place in Media
 1. Place in Front of Screen
 - a. Screen Distance Thinking
 - Friends and Family
 - Personal
 - Public

 2. Place Through the Screen
 - a. Moving Away From the Page Model
 - b. New Spatial Thinking
 - Spatial Content Finding
 - Portals
 - Spatial Enhanced Content
 - c. Layered Content

- III. Time In Media
 1. Time in Front of Screen

 2. Time Through the Screen

 3. Time in Creative Process
 - a. Iterations
 - b. Visualizations
 - c. Rapid Prototyping
 - d. Rethinking the project flow
 - e. Sketching

- IV. New Ad Space

- V. Gesture