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**PRIX  
EUROPA**



**Internet  
Exploration Award**

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<http://www.zukunftsfabrik.swr3.de>

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*MachinaX* is a platform for digital communication and the digital transfer of knowledge.

How does it work?

The digital platform provides a variety of levels - starting with animation and

future scenarios. For deeper levels, visitors can choose between different modes: *Interview Channel*, *Glossary* and *Online Forum*.

In the content area there are five different fields. The content is organised in a media window, where it is possible to choose between video statements, "cinema visions", projects of university institutions and scientific centres via links or the picture gallery.

Where and how is it used, who are the users?

*MachinaX* is used in the context of the ARD websites. *MachinaX* is a special-interest site for visitors to the *ARD-Online World*, specialising in digital communication it is a digital extension of TV and radio sites in the field of science and new technologies and gives users an opportunity to look into the future.

IT content: *MachinaX* presents 20 experts from Europe and the USA - forecasting scientific developments and new models for the factory of the future and the world of labour.

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**GERMANY**