

## INSTRUCTIONS FOR COMPLETING THE RADIO, TV AND WEB ENTRY FORMS

Entry forms can only be sent in by organisations which are members of the Prix Italia.

Complete all the fields on the form in normal upper/lower case characters (not block capitals).

When you have completed the form press the Print key to print the form

After printing the form press the Submit key to send it to the Prix Italia.

N.B. The programme summaries and site descriptions, written in English and French in Word '97 or an earlier version, of not more than seven lines, should be sent to the e-mail address [prixitalia@rai.it](mailto:prixitalia@rai.it)

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 labor.

Interview Channel and Online Forum are platforms for Digital Communication: Virtual and wired worlds - how do we have to work in in the future?

Humans, machines, robots – is the Homo HYPERLINK <mailto:S@piens> [S@piens](mailto:S@piens) a phase-out model?

Microworlds and Nanorobots – is science at the border of science fiction?

**MachinaX is the online forum to discuss these questions**

PERSONAL INTRODUCTION (no more than 20 words)  
(appears as a public note on your registration page)

**BARBARA SCHÖBER ONLINE JOURNALIST**

HYPERLINK <http://www.ard.de> [www.ard.de](http://www.ard.de) - since 1999

**JOURNALISTIC and MEDIA PRODUCTIONAL WORK**

**Documentaries, Media Art i.e.**

SWF, SAT 1, University of Tübingen

**Web Projects i.e.**

ARD, Telekom, GUI Design/SAP

**INNOVATIVE CONTENT AND TECHNICAL INFORMATION ON THE PRODUCT**

(What it is, how does it works, what is its purpose, where and how is it used, who are the users, what is th IT content, where lies the innovation.....)

What is it:

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

How does it work

The digital platform provides a variety of levels – starting with animation and future scenarios

Information value

Three modi:

**content**

5 content-fields organized in a media-window here it is possible to choose between video-statements, cinema-vision, projects via links or picture-gallery of i.e. institutes of universities and science centers

**Interview-Channel**

video-statements of experts can be choosed via name and profession – expert-talk

Online forum

Open platform for digital communication – experts and non experts discussion

where and how is it used, who are the users

MachinaX is used in the context of the ARD websites ( [HYPERLINK http://www.ard.de](http://www.ard.de) [www.ard.de](http://www.ard.de)). Users are the visitors of the ARD Online World. MachinaX is specialized on digital communication – it is a digital extension of TV and Radio sites in the field of science and new technologies. Machina X gives users the opportunity to look in the future of the world of labor.

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 labor.

Innovation

The innovative power of MachinaX lies in the digital communication with experts and non-experts. It provides online information in different levels. MachinaX allows a first glance on new technologies. In deeper levels it gives scientists the possibility to get in contact, to view and discuss different visionary projects. Another innovative part is the unusual combination of fun, fiction and scientific hard facts concerning our future.