INNOVATIVE CONTENT AND TECHNICAL INFORMATION ON THE PRODUCT

(What it is?, how does it work?, purpose?, where and how is it used?, who are the users?…)

»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. 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 organized in a media-window, where it is possible to choose between video statements, »cinema visions«, projects of university institutions and science centers via links or picture gallery.

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 www.ard.de). »MachinaX« is a special interest offer for visitors of the ARD Online World.
MachinaX is specialized in digital communication – it is a digital extension of TV and Radio sites in the field of science and new technologies and gives users the 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.

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

Personal Information
BARBARA SCHOBER
ONLINE JOURNALIST: HYPERLINK http://www.ard.de www.ard.de
JOURNALISTIC and MEDIA PRODUCTIONAL WORK
Documentaries, Media Art, Web Projects i.e.
ARD, SWF, SAT 1, University of Tübingen, Telekom, GUI Design/SAP