

Soundbite

Interactive initiative

STUDIO SOUND is proud to announce that it has become a Media Partner in the forthcoming British Interactive Media Association (BIMA) Awards. The recruitment of some 15 commercial sponsors—including Philips Media Professional, Sonopress, Mayking Multimedia, *The Independent* and *Studio Sound's* sister title *Data Production International*—represents part of BIMA's 3-year programme to develop the Awards as a major platform for showcasing the UK multimedia industry.

BIMA's Jane Callaghan commented: 'It is essential for UK multimedia producers that national and international business markets, and the general public, clearly understand the value, talent and content of what our people are producing.'

Presented as part of the forthcoming Multimedia 96 exhibition at London's Business Design Centre, the 1996 Awards have seen a steady increase in interest to date—almost 200 CD-ROM; CDi and Web-site products and media titles are competing for a total of 17 prestigious accolades.

'This is the largest number of entries we have received in over a decade of the BIMA Awards,' confirmed Jane Callaghan. 'BIMA is a nonprofit initiative operated by the industry itself, not a device for any event or publication. Clearly, the BIMA Awards are seen as the UK multimedia industry's main platform for recognition and achievement.'

'This year's awards demonstrate that, although consumer multimedia continues to boom and garner the headlines, corporate use of multimedia is now widespread and still provides the bread-and-butter revenue of a large number of UK developers. Many applications in the Business category this year were also very inventive and clearly some of the most creative design today is finding its way into corporate programmes.'

Specifically, *Studio Sound* is sponsoring the Best Production Award for Sound and Music—in keeping both with the magazine's history in the pro-audio industry and in response to the convergence of recorded media. Through this initiative, *Studio Sound* is seeking to support BIMA's interest in furthering the interests of, and stands in, the emergent field of 'multimedia'. The entrants for this category are forwarded by the judges from the other categories where it is deemed

that use of sound and music is particularly well conceived and executed.

The winning entries and the finalists will be featured at the BIMA Awards Showcase which is part of the Multimedia 96 event, on the morning after the Awards presentation. This special viewing area is being constructed and fitted with over 30 workstations, so that Multimedia 96 visitors can try out the CD-Roms, CDs and Web sites for themselves. The finalists and winners of the Awards for the best in multimedia production and publishing will be the subject of a unique snapshot view of the best in UK multimedia at the Multimedia 96 exhibition. The presentation of the final four short-listed entries for each award, plus the announcement of the winner, takes place before 700 leading figures from the UK multimedia industry attending the black-tie dinner at the Park Lane Hilton, London, on 17th June 1996.

The Multimedia 96 exhibition, featuring the BIMA Awards Showcase takes place the following morning. Callaghan continues: 'Visitors to last year's Multimedia show reported that they found the BIMA Awards showcase very useful. Those new to multimedia said it was an easy introduction to multimedia production and more seasoned practitioners were interested to see what was being highly regarded.'

'We are delighted to repeat this opportunity for Multimedia 96 visitors to take the UK's leading multimedia products through their paces. We hope that it will act as an inspiration and encourage others in the UK to take part. The UK is in a strong position to become a leading region for multimedia production and the BIMA Awards are designed to support the potential for international success. BIMA can be contacted on:

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TIM GOODYER

ESCAPING an undignified demise, British console manufacturer Raindirk is set to 'make a new start'. The Belgian Amptec operation has teamed up with a number of private investors to buy all Raindirk assets which, with key members of the previous

staff, will form the basis of a reorganised company.

The Symphony line of consoles will be continued, along with three new models: the Icen music-tracking desk; the OB live-and-location broadcast desk; and the Montage film desk.

The new alliance will also see Raindirk participating in the manufacture of Amptec's new digital console.

Raindirk, UK: Tel: +44 1366 382165.

THIS YEAR'S SONY RADIO AWARDS

brought together a host of the glamorous and talented souls who make the British radio industry the envy of the world. Although under attack from changing broadcasting legislation, the standard of programming was in no doubt as the list of categories and nominees mounted.

Details of the winners aside, the occasion demonstrated that quality of both programming and production was high on the priorities list as evidenced by Radio Awards Committee Chairman, John Whitney's speech which noted that, 'Unlike television, we do have this commitment to sound broadcasting'. Accepting the award for Station of the Year, BBC Radio 5 Live's Controller Jenny Abramsky further commented that 'Radio presents better pictures than television'.

The event's Gold award went to Richard Baker, the Specialist Music Programme award to Andy Kershaw for *Kershaw in South Africa*, the Phone-in/Debate award to Jonathan Dimbleby for *Any Questions* and the Documentary Programme to Maura Clarke for *War and Peace*. John Whitney also received a Radio Academy Fellowship.

TIM GOODYER

MAGMASTERS, the London-based postproduction house, has been sold following the company going into receivership in September. The collapse, that was widely anticipated by the post-production community, was attributed mainly to financial problems at the company's ill-fated Californian branch in Burbank which closed earlier this year.

'The Burbank facility should have acted as a booster rocket for



UK: The soundtrack to MGM's cartoon sequel, *All Dogs Go to Heaven II*, has been completed on Sony 48-track digital and AMS Neve V48 console, and mixed for DTS at Angel Studios' Studio 3. Mark Winters' score was captured by Angel's resident engineer Steve Price. Angel Recording Studios, UK. Tel: +44 171 354 2525