

New media and business models

16:00-21:00, Thursday 23 April 2009

Emirates Stadium, London

New media technology and convergence of TV, mobile and internet technologies are providing new opportunities and challenges for consumer and b2b businesses. At this event you will have the opportunity to see technologies now being deployed and how these can create new opportunities to enhance your company's service or change the way you interact with customers e.g. advertising. This event will feature one example from Sony and what they have created at Arsenal's football stadium and we will also address a range of other related areas.

Sony Professional Services, worked closely with Arsenal to create a digital content package that keeps fans entertained and informed. Emirates Stadium, with a capacity of 60,000, is the first High Definition streaming stadium in the world. By being able to now create, distribute and present good, quality entertainment, Arsenal are steadily bringing a whole new dimension to watching football matches. Fans are spending longer days at the stadium to watch the match and other entertainment — behind-the-scenes Club footage, pre-match interviews and post-match analysis on Arsenal TV, the Club's very own channel. The ability to draw fans in by customising the content on each screen — be it through text, graphics, graphical bars or split screen effects — has added value to the solution.

Stuart Pemble and colleagues of **Sony Professional Services** will provide a tour of the HD centre, demonstrating displays in the stadium and interaction with mobile devices such as Sony PSPs. Following the presentations there will be time for you to discuss with other executives in the H-I Network the topic and explore application themes, media innovation and the challenges of driving innovation and operational changes in a corporate that may be relevant to you.

Preparation

To ensure a rich and fully participative discussion please consider:

- What are the key opportunities and challenges in new media and business models that you are facing?
- What opportunities might your organisation have to use converging technologies more effectively?
- How would you approach the delivery of such an innovative solution?
- Changes that will need to occur to operations and business processes in a business?

Logistics

The event is being facilitated by H-I Network for its members and will draw on our experience in leading global organisations. We welcome executives from each organisation to provide a good opportunity to discuss individual experiences. The event commences at 16:00 with dinner at 19:30, and the discussion continues.

Location and registration

The venue is the Emirates Stadium 75 Drayton Park, London, N5 1BU

The nearest tube station is Holloway Road (Piccadilly Line) which is around three minutes walk from the ground. www.arsenal.com/emirates-stadium/get-to...-emirates-stadium

Please contact Lynda Phelps at lynda.phelps@h-i.com or telephone +44 (0)20 3178 6755 to reserve your place. For details of the H-I Network and other events go to: www.h-i.com



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