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### The AFI-Intel Enhanced TV Workshop

By [Joan Van Tassel](#)

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It was show and tell for this year's six participants in the AFI-Intel Enhanced TV Workshop.

At the Nov. 15 event at the [American Film Institute](#) headquarters in Hollywood, participants demonstrated proof-of-concept prototypes involving so-called "enhanced television."

Enhanced TV is the term coined 2 1/2 years ago as [Intel Corp.](#) and the AFI struggled to describe the infusion of traditional linear television with interactive digital elements. Producer Maurice Jacobsen of Video Free America framed the new blended medium as "a TV show for the Web, or a Web experience on TV."

This is the second year of the AFI-Intel workshop projects, and there was a sense that considerable progress had been made.

Producer John Niemack, who last year created interactive enhancements to a documentary that he and Ann Hassett produced, said: "This year, the concepts are much more attached to the content than they were last year. We struggled as documentary filmmakers to justify an enhanced component, asking "What would people want to do? What do we want to lay over our own product that we spent months working on?" Today, the enhancements were much more integrated with the content.



Two projects incorporated an aesthetically satisfying integration of elements that has not been seen in this genre. Jacobsen's "Expedition 360" is a Web-based video diary that follows Jason Lewis as he circumnavigates the globe, using only human-powered vehicles: a unique pedal boat, a bicycle and in-line skates.

Even unfinished, the work exercised a powerful effect on the audience. It brings together a thrilling story, a rich graphic interface and absorbing video footage.

Michael Bovee Prods.' "Liquid Stage: The Lure of the Surf" was another artistic implementation, capitalizing on the CINE Golden Eagle and regional Emmy-winning documentary that explored surfing. The interactive interface offered some innovative elements, such as a blurring of the contents of the L-shaped mortise while video dominated the screen.

Three projects revealed some of the challenges of enhancing shows in production.

David Bernstein's enhanced version of [E! Entertainment Television's](#) "Talk Soup" will give viewers a range of options from not enhanced to choosing the enhancements. Bernstein believes that some viewers will want to see the traditional show, others will want to lean forward (interact) before leaning back (view passively) and PC viewers will want the highly interactive version.

Rob Mikuriya from Fase Prods. is enhancing the Peabody Award-winning PBS series, "The Eddie Files." The team's approach to the screen design involves animated

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