<table>
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<th>Title</th>
<th>Update on communication technology: a user-friendly guide to the new communication technologies, Singapore, November 25-26, 1994: [programme and list of participants]</th>
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<td>Author(s)</td>
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Programme
&
List Of Participants
Update on Communication Technology

A User-Friendly Guide to the New Communication Technologies

Hotel Melia at Scotts
Singapore
November 25-26, 1994

Organised by
Asian Mass Communication Research & Information Centre
## Update on Communication Technology

**November 25-26, 1994**  
**Singapore**

### Programme

#### Day 1, Friday, November 25, 1994

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30 - 09:00</td>
<td>Registration</td>
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<tr>
<td>09:00 - 09:15</td>
<td>Welcome Remarks/Orientation</td>
</tr>
<tr>
<td>09:15 - 10:45</td>
<td>Session I: The New Multimedia Communication Environment</td>
</tr>
<tr>
<td></td>
<td>Mr Low Chee Seng</td>
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<tr>
<td></td>
<td>Director, Asia Marketing Creative Technologies</td>
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<tr>
<td>10:45 - 11:00</td>
<td>Tea Break</td>
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<tr>
<td>11:00 - 12:30</td>
<td>Session III: The Convergence of Broadcasting and the New Communication Technologies</td>
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<tr>
<td></td>
<td>Mr Rukmin Wijemanne</td>
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<tr>
<td></td>
<td>Senior Engineer</td>
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<td>Asia-Pacific Broadcasting Union</td>
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<tr>
<td>12:30 - 14:00</td>
<td>Lunch</td>
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<tr>
<td>14:00 - 15:30</td>
<td>Session III: Interactive Communication Technologies: Video-On-Demand, Teleshopping, etc.</td>
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<tr>
<td></td>
<td>Mr Rukmin Wijemanne</td>
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<td></td>
<td>Senior Engineer</td>
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<td></td>
<td>Asia-Pacific Broadcasting Union</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Tea Break</td>
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<tr>
<td>16:00 - 17:30</td>
<td>Session IV: A User-Friendly Guide to the Information Superhighway</td>
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<tr>
<td></td>
<td>Mr Jeffrey Goh</td>
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<td>Consultant</td>
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<td>Planning and Infrastructure Dept</td>
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<td>National Computer Board</td>
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#### Day 2, Saturday, November 26, 1994

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 - 10:30</td>
<td>Session V: Computers in Advertising and Marketing Communications</td>
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<tr>
<td></td>
<td>Mr Phillip Soh</td>
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<tr>
<td></td>
<td>Media Specialist</td>
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<td>Informatics International</td>
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<td>10:30 - 11:00</td>
<td>Tea Break</td>
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<tr>
<td>11:00 - 12:30</td>
<td>Session VI: Developments in Pre-Press Technology</td>
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<tr>
<td></td>
<td>Mr William Claxton</td>
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<td>Managing Director</td>
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<td>tMedia</td>
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<td></td>
<td>Discussion</td>
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<tr>
<td>12:30 - 14:00</td>
<td>Lunch Break</td>
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<tr>
<td>14:00 - 15:30</td>
<td>Session VII: Electronic Imaging</td>
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<td>Mr Berlin Low</td>
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<td>Executive, Electronic</td>
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<td>Pre-Press Systems</td>
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<td>Agfa Business Group</td>
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<td>15:30 - 16:00</td>
<td>Tea Break</td>
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<tr>
<td>16:00 - 17:20</td>
<td>Session VIII: Newspaper Design: Infographics</td>
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<td>Mr Peter Ong</td>
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<td>Picture Editor</td>
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<td>Straits Times</td>
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<tr>
<td>17:20 - 17:30</td>
<td>Seminar Summary/Evaluation</td>
</tr>
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</table>
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SPEAKER'S BIOGRAPHIES

Low Chee Seng

Mr. Low Chee Seng has 12 years working experience in the Information Technology field and is currently Director for Asia Marketing of Creative Technologies. He has an honours degree in Commerce and a Master’s in Business Administration.

Rukmin Wijemanne

Mr Rukmin Wijemanne has over 25 years experience in broadcast engineering, first with Sri Lankan Broadcasting Corporation and later with Sri Lankan Rupavahini Corporation (SLRC). He moved to Australia in September 1987 and has since then been an engineer with the Australian Broadcasting Corporation Melbourne.

Mr Wijemanne has broad experience in all areas of radio and television engineering and was appointed Head of Engineering of SLRC when the new service started. In this post, he was responsible for the establishment of SLRC’s engineering division and the recruitment of its staff. He has attended a number of Asia-Pacific Broadcasting Union (ABU) Engineering Committee meetings and has trained staff in Vietnam, Indonesia and India.

Holder of a BSc Engineering degree and a Graduate Diploma in Computing from Monash University in Australia, Mr Wijemanne had also undergone training courses in Japan, Malaysia, England and Germany. He joined the ABU Technical Department, Kuala Lumpur, as a Senior Engineer in October 1993.

Jeffrey Goh

Mr. Jeffrey Goh is currently a consultant with the National Computer Board in its National Information Infrastructure Division. He is responsible for coordinating electronic publishing projects with private enterprise in order to facilitate the creation of a substantial body of electronically deliverable content. Thus far, such projects have included (but will not be limited to) directory services, electronic magazines and online stock photo ordering services.

Phillip Soh

Mr. Phillip Soh is a media specialist with Informatics International where he assisted in the establishment of the Media Technology Centre to help the advertising and pre-press industry standardize their computer systems. He has launched several courses in the Informatics School on design and advertising. He is familiar with various computer platforms such as UNIX, IBM and Macintosh and specialises in the area of Desktop Publishing and Media Applications. He holds a diploma in Computer Studies.
Mr. William Claxton is the Managing Director of iMedia (S) Pte Ltd., a multimedia production services company which counts the National Computer Board as one of its shareholders. iMedia’s clients include US-based print publishers moving into electronic publishing. iMedia is preparing to release a multimedia authoring tool known as ‘infoShip’. He is a published software author, and a specialist in the emerging market of multimedia computing, with technical expertise in both computers and video systems. Mr. Claxton was a participant in the Media, Publishing and Information Services Sector Subcommittee of IT 2000, Singapore’s Computerization plan for the next decade.

Berlin Low

Berlin Low is trained as an engineer. He works as a sales executive for Agfa Business Group. He set up the technical support unit of Agfa from years ago.

Peter Ong

Mr. Peter Ong is currently Art and Photo Editor with The Straits Times and the Regional Director with the Society of Newspaper Design. He was formerly the Assistant Editor of the New Paper. Mr Ong has done seminars on Newspaper design and graphics in Geneva, London, Paris, San Francisco and Kuala Lumpur.

Virgilio S. Labrador

Mr. Virgilio S. Labrador, the workshop coordinator, heads the Seminars and Institutional Development Programme of AMIC. He began his career 12 years ago as a journalist in the Philippines. He has worked in advertising, public relations and corporate communications in the Philippines and the United States. Mr. Labrador has a master’s degree in communications management from the Annenberg School for Communication of the University of Southern California.