



"The situation is familiar: You are watching a TV program. The moderator talks to somebody on the phone. You see the moderator, but not the person on the other end of the line!



ARD, the first German TV producer and distributor, and IRIS ® Media attempted to change this situation, so that the audience could see the caller. During the 'Internationale Funkausstellung' (International Audio and Video Fair Berlin) IFA'89, the interactive picture-phone was put into action for the first time on TV. A new situation, this time unfamiliar. The audience could see on their TV screens that all people involved in the live program were participating from their hometowns. All over West Germany. In sound and picture.

The program's 'base' was in Berlin. The picture telephones were installed in local newspaper offices in Düsseldorf, Hamburg, Munich, Nürnberg and Offenbach. The signals were transmitted over ISDN, and immediately re-transmitted live on TV. The program was broadcast as a series of daytime events. Each time there were more than 5 million viewers. This successful implementation of the picture phone as an online dialogue system was a world premiere. A demo-tape is available upon request."