

Press Release

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Interactive Newsprint arrives at South-by-Southwest in the USA

- **Interactive Newsprint at South-by-South-West, Austin Texas on 13th March 2012**
- **Mercury award nominee King Creosote joining academics and technologists to discuss how radical print-based technology could revolutionise the music industry**
- **Interactive Newsprint creating internet-enabled newspaper, codesigned by communities throughout Preston**

Full details at: <http://www.interactivenewsprint.org>

Hollywood has never been short of ideas about what the future of news might look like. We've all seen The Daily Prophet in the Harry Potter movies. But now a collaboration between UK researchers and a printed electronics business are beginning to turn science fiction into fact.

Interactive Newsprint is a new research project led by the School of Journalism, Media and Communication (JoMeC) at UCLan, funded by the Digital Economy (DE) Programme. Working with technology company Novalia and colleagues from the universities of Dundee and Surrey, the Preston-based project is developing an entirely new platform for community news and information by connecting paper to the internet. The platform is capable of capacitive touch interactions, which means that by touching various parts of the page, readers can activate content ranging from audio reporters, web polls or advertising – all contained in the paper itself.

But the developments in printed electronics do not stop there. Digital devices and, microphones, buttons, sliders, led displays, colour changing fibres, led text displays and mobile communication. Existing forms of local journalism and content are being used as part of the project to develop a range of interactive paper documents and test them out in both a lab and field setting as we explore new forms of digital storytelling and more effective ways of connecting communities to the content they're most interested in.

Interactive Newsprint at SXSW

As part of the project, the team are taking their work to the world's leading technology festival: South-By-Southwest (SXSW) in Austin, Texas. SXSW showcases cutting edge innovation and ideas in digital film, music and interactive media and describes itself as *"a nine-day marketplace of ideas, relationships, and products for the Music, Interactive Media, and Film industries"*.

On March 13th, leading UK academic and researcher on Interactive News Dr Jon Rogers, will host a panel session with some outstanding talent from the music industry. The Mercury Prize nominated King Creosote and the award winning band Found will be joined by the world's leading innovators in delivering printed electronics solutions Novalia and award-winning UK based design consultancy, Uniform. Together, they will ask: Can printed electronics save the music industry?

Dr Rogers, head of product design at Dundee University, said: "We're going to debate and show prototypes of how printed electronics could save digital music in the context of connecting communities to record labels and artists. Printed electronics is an emerging technology with the potential to change how we interact."

Paul Egglestone is leading the project based at the School of Journalism, Media and Communication at UCLan in the UK. Speaking about the project as a whole, he said: "We are actively prototyping and testing radically new forms of interaction between people and the internet that have not been seen before. We are connecting people to the internet using paper and adding the potential benefits of some online features like analytic data on user interactions. This is dynamite for the print industry and opens up a whole series of new ways to fund the future of content creation – whether that's news and information, or, in this case, music"

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Notes to Editors

- The UK is leading in the technology of printed electronics. The market is predicted to be \$120bn by 2020 (BIS Report 2009).
- The UK government has identified plastic electronics as a key area for development.
- The UK Plastics Electronics Strategy launched in 2009 was supported by an £8m investment administered by the UK's Technology Strategy Board.

The School of Journalism Media and Communication at UCLan

The School of Journalism Media and Communication at UCLan is home of the oldest university journalism programme established in 1962. A world class leader in converged media the department's primary purpose is to develop and nurture new talent, whilst equipping existing journalists with the skills to deliver quality factual content in a complex multi-channel multi-media world. The department consistently delivers great people who've gone on to win BAFTA'S, edit national newspapers, run online news sites and present network television and radio news.

www.ukjournalism.org

The Research Councils UK Digital Economy Theme is supporting research to rapidly realise the transformational impact of digital technologies on aspects of community life, cultural experiences, future society, and the economy. To achieve this we bring together a unique community of researchers (from diverse disciplines including social science, engineering, computer science, the arts and medical research) and users (people, business, government) to study, understand and find solutions to real problems. Since its inception in 2008 the RCUK Digital Economy Theme has invested £120m (2008-11).

EPSRC leads the RCUK Digital Economy Theme on behalf of all seven Research Councils. The Research Councils collectively invest around £3bn each year in research spanning all academic disciplines and are non-departmental public bodies funded by the UK Government through the Department for Universities, Innovation and Skills