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GIANT MOBILE SCREEN FOR INVERNESS

Shoppers and tourists will be entertained by a giant mobile public space TV screen, which will be positioned in Falcon Square, Inverness, between Tuesday 13 July and Sunday 18 July during which time a range of national and local events will be seen and heard.

It is hoped the pilot project, promoted by the Eastgate Centre and the City Centre Management Group to test the technology and public reaction, will lead to the development of a permanent screen being in place during 2005 until the end of the Highland Year of Culture in 2007.

The project is a first for the Inverness City Partnership, which is keen to promote the City of Inverness as a connected, creative and cultural place – three of the ten characteristics highlighted in the City Vision statement which drew in extra funding for the city from the Scottish Executive last year.



Giant public space TV is the result of a mix of partnerships with the BBC providing programme content, Philips supplying the digital screen technology and local authorities helping to host and manage the public arena and ally the screen to local events and information. More recently Royal Bank of Scotland has become an exclusive partner sponsor

The computer controlled sound system allows not just automatic volume and quality settings to take account of local traffic noise but also for the sound to be targeted to different parts of the viewing area. When in ambient mode, the sound is set to be fully audible within a defined area and minimises sound spillage outside the zone.

The screen is connected to the global broadcast network of the BBC and can be programmed 24 hours a day with major broadcast events, news, sport, music documentaries and much more. This viewing will be complemented by a mix of City and Highland Diary listings, a continuous ticker of news and sports headlines and added programmes of local events, art and media based stories.

Events such as the British Open Golf will feature strongly in the week long pilot, as may the opening night of the Proms but it is the prospect of local features and events that may be of most interest to residents and visitors. The recent Tartan Day piping event hosted in the City of Inverness has been videoed and will be shown frequently on the screen.

BBC cameras will also be on hand during the week to help develop a two way relationship between the screen and its audience by capturing the crowd's participation in local and national events.

Chris Claridge, The Highland Council's City of Inverness and Area Manager, said: "The potential for the City of Inverness to engage in a whole range of exciting projects in the future, should a permanent screen be in place is tremendous. Not only might the city showcase local art and culture during the 2007 Highland Year of Culture, but also link up with events across many others cities in the UK.

"The City Partnership shares the BBC and Philips belief that this screen technology will be seen as an increasingly popular civic facility and a standard part of urban infrastructure for many progressive and developing cities across the UK."

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Notes:

Inverness City Partnership comprises representatives of The Highland Council, Highland and Island Enterprise and Inverness and Nairn Enterprise, Highlands of Scotland Tourist Board, Inverness Chambers of Commerce, Inverness City Management Initiative and the University of the Highlands and Islands Millennium Institute.

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