



Q & A

confident laws can do much. My guess is that people will happily deposit personal information in 'off shore' and bonded banks. People are also likely to be willing to sell information about themselves. The paradox is that we want systems to know us so they can interact better and provide personally relevant information.



*Being Digital*, Nicholas Negroponte. London: Hodder & Stoughton, 1995. ISBN 0 7336 0135 9

**Will television sets be outmoded in the digital world?**

They will be computers, often without keyboard and usually with large screens. Again, bits are bits. There is nothing special about video. It is just another bit stream.

**What is your vision for broadcasters of the future?**

Data broadcasters. Right now, broadcasters see themselves as delivering video, largely entertainment. In the future, they will deliver bits for all sorts of purposes. The successful broadcasters will be the imaginative ones. In particular, anybody who can use nighttime and other 'off peak' hours to radiate bits to machines, versus people, is likely to succeed.

**In Being Digital you talk about interfaces for computers being very different from those we have today. Can you describe some of these, such as the Nike shoe, the human body, the house.**

The best way to think about the interface is as something which goes away—you don't notice it. So, yes, you might wear, like the sneakers we built at the Media Lab. What's interesting about them is that they transmit their signals through the human body.

Pretend you are your own personal computer. Think about it. You cannot see you, you cannot hear you, and all that happens is that you are poked at, now and again. Not too easy to be helpful, is it. What we need to do is build computers that can see and hear.

**What is the Negroponte switch?**

A simple concept, one that is in play and growing. Namely, use spectrum to communicate with things that move and use fiber for things that are stationary.

In this model, using electromagnetic spectrum for television is inappropriate and ultimately would be illegal. But who knows it is television, since bits are bits.

**Programs granted C or P classification**

Programs granted C or P classification between 4 April and 6 May 1996. Producers interested in submitting programs for classification should contact Liz Gilchrist on (02) 334 7840.

Title	Origin	Class.	New/Renewal	Decision date	Applicant
HOT SHOTS	Australia	C	new	19.4.1996	Sportsworld Network (Australia) Pty Ltd
TABALUGA	Australia	PRC	new	30.4.1996	Yoram Gross Films Studios Pty Ltd
WHERE YOU FIND THE LADYBIRD	Australia	P	new	29.4.1996	Network TEN

C - children's program PRC - Provisional C P - Preschool