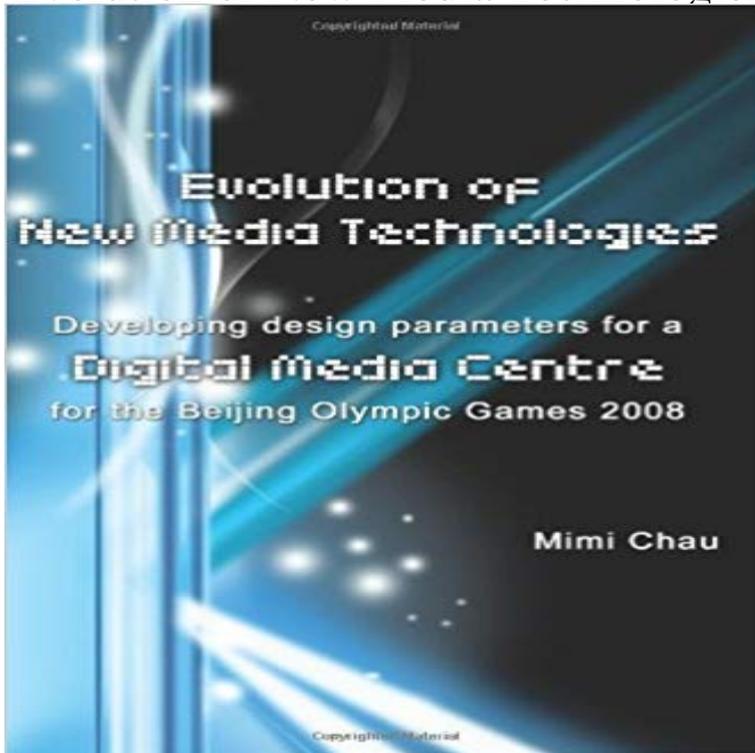


Evolution of New Media Technologies



This book explores many aspects of the new media and assesses their further application to the creation of a virtual Digital Media Centre, which will provide comprehensive information related to the Beijing Olympics. The Internet, mobile phone, streaming technology, wireless networks and information-sharing capacities of the World Wide Web are nurturing new media that can more effectively communicate messages across cultural and geographical boundaries. The emerging trends in cross-media multi-platform have been taken into account and realised in the design concept of a Digital Media Centre that can provide effective and robust services in the real world.

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