



Southampton
SOLENT
University

University introduces new technologies to the New Forest Show

An exciting collaboration between Southampton Solent University and the BBC will give visitors to this year's New Forest and Hampshire County Show the opportunity to read the news, present the weather and immerse themselves in the very latest multi-media technology.

The University is inviting visitors to experience the very latest in media technology, including Adaptive Immersive Multimedia Experience (AIME). Created especially for the show, this unique experience - featuring three video screens, 12 loudspeakers replaying 3D ambisonic surround sound, and a state-of-the-art LED light show - will give visitors a glimpse into the future of entertainment systems.

"We're really excited about showcasing some of cutting edge media technology projects that are being developed by staff and students at Solent," says Mark Udall, Head of School for the Maritime and Technology Faculty at Solent University.

"The students involved will also be gaining valuable experience working alongside BBC professionals during the show," he added.

Staff and students from the University's media technology courses will also be assisting BBC staff in setting up a purpose-built studio that will give visitors the chance to read the news and present the weather.

Students will also work alongside BBC staff to film the broadcasts and help produce a DVD of each visitor's 'five minutes of fame', which they will be able to take away with them.

Solent's media technology students have the opportunity to undertake a wide range of live work experience through the University's close links with the film, television and music industries.

So far this summer they have helped beam Glastonbury across the Globe, as well as showcasing their film, audio, acoustic and broadcast expertise at Truck Festival, Blissfields and the Isle of Wight Festival. They will also be taking their skills to Camp Bestival, Bestival and Boardmasters - a Cornish surfing and music festival.

If you are interested in working with the latest technology, it's not too late to apply for one of our specialist media technology courses. Visit www.solent.ac.uk/courses for more information.

The New Forest Show will be running from 29-31 July. For more information visit www.newforestshow.co.uk

FOR FURTHER INFORMATION CONTACT THE MEDIA OFFICE ON 023 8031 9040 or press.office@solent.ac.uk

About Southampton Solent University

Southampton Solent University offers more than 23,000 students over 200 qualifications ranging from HND to PhD, in subjects such as maritime education and training, fashion and design, media and television, music, health, sport and leisure, business, IT and technology. The University was awarded the 2013 Quality Assurance kitemark for quality and standards of teaching and learning. Solent was voted one of the most creative universities in the UK in a Which? University 2013 poll of students. Solent Business School has been awarded 'Gold approval' by the Association of Chartered Certified Accountants (ACCA) and the Small Business Charter Award, which is supported by the Association of Business Schools and the Department for Business, Innovation and Skills.