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## IDEA CENTER'S STATE-OF-THE-ART TECHNOLOGY TO EXPAND THE REACH AND USABILITY OF IDEASTREAM AND PLAYHOUSE SQUARE CONTENT

CLEVELAND, OHIO – *July 5, 2004* – The transformation that is taking place at 1375 Euclid Avenue is nothing short of a technological marvel. While retaining its classic architectural look as a part of its historic landmark designation, the One Playhouse Square building that will house the Idea Center is being reconfigured with all state-of-the-art technology and as an environmentally safe and efficient green field facility.

By the time demolition and construction is completed, the Idea Center will be a substantially new structure. It will have been gutted and re-wired, and turned into a multimedia production facility with the flexibility for broadcast at any time and in any area of the building. As part of the subscribership of OneCleveland, an Ohio non-profit corporation formed on October 22, 2003 for the express purpose of delivering advanced information technology capabilities for community outreach, Idea Center is wired with high-speed fiber optic and data cables. This not only increases capabilities within the building, but in its connection to other facilities within the community.

The end result will have the Idea Center building act as the vehicle that enables both ideastream and Playhouse Square to deliver more high-quality content in the form of information, instruction, arts and entertainment to ever-expanding regional, state and national audiences.

### Technology highlights of the Idea Center

- As a subscriber to and an integral element in the OneCleveland network, **Idea Center will be enabled with high-bandwidth connectivity throughout the building**, with connections 1,000 times faster than a T-1 line. In turn, this will expand its capabilities as a comprehensive, multimedia facility.
- **Every space (studios, conference rooms, classrooms, lobbies) will be broadcast-ready for both radio and television** so that a radio or television program can be initiated and sent to air at any time and in any place within the building.
- Over time, **Video and/or audio on demand will be accessible to the community via streaming media via the website**. Various areas of the building (studios, conference rooms, classrooms) are connected to an internal camera system for employees to directly access via their computers.

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- **Idea Center's high speed connectivity allows for better outreach and expanded presence within the community,** For example, it is possible to consider development of remote studios on campuses or in classrooms or other offsite locations where educational or other programming may be produced.
- **Video conferencing with schools for educational services is made easier by being able to utilize more internet standard protocols rather than video connections.** This will reduce the cost of such activity and may significantly alter the current model of doing business.
- **An IP (Internet Protocol) phone system plugs into the same network as the computer systems, resulting in a reduction in the amount of wire as compared to the traditional broadcast environment.** This technology is also more dynamic, programmable, and reconfigurable on the fly, as each phone extension will have its own IP address that not only can be logged on from anywhere inside the building, but outside the building as well. This will re-define the hunt group for answering Pledge and Auction calls and allow for movable workspaces for contract workers and reporters.

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