



PROVENCE PROMOTION

Interview with Vincent Deruelle (Medmultimed)

“Multimedia is identified as a strong theme of regional economic development.”

The eponymous association is changing its emphasis with this year's organisation of the 2nd edition of its highlight event entitled “Medmultimed 2 – the digital horizon”, at the Belle de Mai Media Cluster on September 28 2006! It is hardly two years old, but it has 70 members and is now already occupying a leading place in emergence of multimedia activities in the PACA region.

Vincent Deruelle, its president, claims that Multimed has become a leading event because it is highly functional and is 100% organized by enterprises in full partnership with institutions, including Provence Promotion.

> What are this year's objectives of Medmultimed 2?

Vincent Deruelle : While the objectives of the first year were to make the association known and to attract new members, the objectives of the second year are to make the profiles of our member companies (there are now 62 instead of 27) more easily visible... a genuine dedication! Therefore this event is organised around three major operations:

- a "show-room" to demonstrate the know-how of member companies;
- a "lounge space";

a place of discussions to present specific cases of customers including Provence Promotion (with the English On Demand Company) and many other small and medium sized companies ...

> How does this event encourage the policy of the association?

Vincent Deruelle : The association is 100% composed of companies with a very highly professional vocation: to develop the business of its members. In this respect, the objective is to make its operation more like that of a cluster that combines work done by universities, research workers and communities. Bringing together research and training means, organising the industry at regional scale... are all means used to achieve our objectives.

But although the association's ambition is to centralise everything done in multimedia – more specifically to be the multimedia Cluster for the region, this can only be done by maintaining the association's special features: to always be managed as an enterprise, aiming at the development of innovation in multimedia!

> How do you see the future of multimedia in the region?

Vincent Deruelle : At the present time, multimedia is identified as a strong theme of regional economic development. It could even be considered as a genuine source of future jobs. Medmultimed would like to make a firm commitment to these challenges.

> How is your international development progressing?

Vincent Deruelle: This is the field in which institutions in the region including Provence Promotion can contribute. The very active cooperation has enabled us to participate in several trade fairs, including the 3 GSM. This is a first step towards organizing our industry internationally and also to demonstrating the know how of our members integrated into a region with excellent prospects in the subject... as illustrated by the first installations of Parisian companies that have already set up in the South!

Medmultimed or multimedia horizons :

The multimedia industry is very large: it includes suppliers of multimedia contents, users, communication agencies, designers of educational and tourism solutions, etc.

Its ramifications undoubtedly affect all existing economic sectors, much of its action being concentrated in the final phases of each sector where an interface has to be created between a user and an application.

This is why Medmultimed players are present everywhere... Wherever any “intermediation”, communication, exchange, movement is necessary.

Just a few examples of specific applications include

- educational-game animations to help teachers with their teaching,
- commented visits on portable phones or ipod to guide the traveller in his travels,
- research on "ultimate convergence": the ability to indifferently create an animation for a portable phone, website or ipod, etc.

For further information
<http://www.medmultimed.org>