Biography

Michael MacKay
Information Architect

*Mr. MacKay has over 27 years experience in the multimedia industry.
His experience ranges form international field production to system
architecture for the world's largest multichannel direct broadcast satellite
systems. Mr. MacKay has focused his career on the technically challenging
issues and projects. He has extensive experience in hardware, software and
project management. He has made major contributions to the video
production and technology development aspects of the business.
He is the inventor of over 12 patents in this field, and has more in process.*

Production Experience:

He contributed technical and programming expertise for the **Warner/AMEX QUBE** interactive cable TV system. At **Atari** he designed and developed the first interactive laser disc based arcade game "**Firefox, Battlestar Gallactica and Road Runner**, and developed **ERIC** point of purchase interactive kiosks. In **China** he shot and posted an interactive documentary "**The First Emperor of China**" for **NEH**, **MIT** and **Simmons College**. He consulted on visual effects for **Robert Abel, Dr. Quinn, Judge Dredd,** and **StarGate**. He directed and produced interactive media for **Wells Fargo Bank, Charles Schwab** and TCG.

Facility Experience:

For **Atari** he designed and developed the **EDITLAB** a multiformat video production and postproduction facility that included a custom automation system. Mr. MacKay designed and operated online multiformat post production facilities for **Varitel EDS Digital, Hewlett Packard Labs, Chevron Research, Pacific Gas and Electric, Lawrence Livermore National Laboratories**. He was the information architect for the **Babelsberg f/x center in Germany.** He was involved in the design and development of **GM Hughes DirecTV.** He was involved in the design and authored the RFP for the **ASTRO MEASAT Malaysia** DBS system. He designed the interactive development center for **Pacific Telesis and Ameritech** video dial tone trials. He consulted **United Pan Europe Communications [UPC]** and e-City on their broadband deployment in Europe.

Manufacturer Experience:

He was integral to the design and construction of **pdp-11/VAX** general-purpose DMA interface for **Digital Equipment Corporation.** He aided in the development of a multichannel traffic automation system for **SunUp Design Systems**. He consulted with **DiviCom** on the **Time Warner,** and **EchoStar** projects. He was Director of New Products and Technology for **Sony's Advanced Video Technology Center.** At **Sony** he was involved in the design and development of the **BVE-9100 Editor, DME-9000 DVE, DVS-8000C Production Switcher**. He also was the visionary and lead system architect for the **EIGER**; Intelligent Studio project. At **DiaQuest**, he was involved in the design and development of video machine control systems for **AMPEX, Cubicomp**, and **Wavefront Technologies.** Mr. MacKay provides solutions architecture to **Silicon Graphics Computer Systems** Professional Services Division, and **PricewaterhouseCoopers** on a global basis.