



Life-size terra cotta figures of the army of the first emperor of China.

King's Tomb Preserved On Videodisc

By Gwendolyn De Cort

BOSTON — Simmons College is in the courseware development phase of "Project Emperor-I: China's Treasure Revealed via Videodisc Technology," which received a \$219,245 award from the Humanities Project in Libraries, National Endowment for the Humanities (NEH), and a \$58,659 grant from Simmons College.

According to the principal investigator and director of the project, Dr. Ching-Chih Chen, the

courseware, which is being developed at Simmons on Digital Equipment's IVIS system, will be completed by the end of the year.

Two double-sided videodiscs hold 216,000 frames of visual images and a two-hour narration in double sound tracks (English and Chinese), about the life of the first emperor of China, Qin Shi Huang Di, who ruled from 221-206 B.C. The disc features his tomb, which is known for its 7000 life-size terra-cotta soldiers, buried in

military formation, and other artifacts in the peripheral areas.

Dr. Chen and Robert Stuart, research director, both of Simmons College's Graduate School of Library and Information Science, worked in collaboration with Rus Gant of the Center for Advanced Visual Studies of the Massachusetts Institute of Technology.

Motion video taken by a seven-person Project Emperor-I team and a compilation of already existing photographs and text concerning the first king comprise the 200 segments of video, 4000 still images, and 4200 related text records.

Dr. Chen hopes that, in addition to the benefits to those who wish to research Chinese history and archaeology, the project will prove the overall benefit of the integration of videodisc technology with education.

Dr. Ching-Chih Chen,
Professor & Associate Dean
Graduate School of Library
and Information Science,
Simmons College,
300 The Fenway,
Boston, MA 02115.
(617) 738-2224.

Growth to stay strong through 1990

Corporate/Institutional Video Market To Top 4.5 Billion In '86

COLD SPRING, N.Y. — This year some 8,500 companies and other organizations will spend approximately \$2.3 billion to produce video programs for their employees, shareholders, and other specialized audiences. This is more than twice the amount spent in 1981, when only 3,000 organizations produced their own internal video programs.

However, according to a new study of the corporate and institutional video market, the \$2.3

new technologies.

The study report, "Private Television Communications: The New Directions," is now available in book form. According to the report, the private television industry has doubled in size every three years since 1973. The study reports that the industry is currently growing at a rate of 17.5 percent annually. Corporate video operating budgets have increased 66 percent since an industry study in 1981 and now average \$225,000.