Welcome and Opening Remarks ................................. 1:30 p.m.
  President Steven B. Sample and Dr. Wm. A. Wulf

Panel of USC Deans ............................................. 1:45 p.m.
  "Research Challenges and Education"
  Moderated by Dean Nikias

Dean Geoffrey Cowan
USC Annenberg School for Communication

The profound changes in entertainment created by the revolution in communication technology have produced as many problems as opportunities, presenting profound choices for government and private decision makers. In his remarks, Dean Cowan will examine some of the most serious ethical and legal issues for the years ahead.

Dean Robert Cutietta
USC Thornton School of Music

Technology has changed the artistic life of musicians in ways that were not even dreamed of in the past. Every stage of music has been impacted from creating to recording and printing the music, to distributing the music. Dr. Cutietta will address what has changed for the musician and, importantly, what has not changed.

Dean Elizabeth Daley
USC School of Cinema-Television

Dean Daley will explore the dynamic intersection of content and technology. Her remarks will focus on the ways in which the creation of content has been impacted by new digital tools and how these tools have been employed by media makers in both old forms and new, ranging from traditional feature films to games and location-based entertainments.

Dean C. L. Max Nikias
USC Viterbi School of Engineering

In the rapidly converging digital worlds of movies, television and the Internet, Hollywood and the entertainment industry face their greatest technological challenge ever: How to make the most of the new digital production and distribution possibilities. Data delivery speeds are approaching a critical mass that will immerse vast audiences in unimaginably rich, immersive entertainment experiences. People will experience movies, concerts and a variety of other entertainment economically produced and delivered over the Internet to superb, affordable home theaters. In his remarks, Dean Nikias will discuss these anticipated dramatic changes in entertainment.

Panel of Plenary Speakers ................................. 3:00 p.m.
  "Trends, Application, Entrepreneurship and Policy"
  Moderated by Dean Nikias

(alphabetically)

Peter Bernstein - Composer

Seamus Blackley - Founder, Capital Entertainment Group
Currently head of video game division, Creative Artists Agency; creator of the Xbox

Bing Gordon - Co-founder, Chief Creative Officer, Electronic Arts

Robert Pepper - Chief of Policy Development, Federal Communications Commission

Leonard Washington - Founder/President, Paramount Digital Entertainment

Reception (Town & Gown Foyer) ............................... 5:30 p.m.
NATIONAL ACADEMY OF ENGINEERING

Regional Meeting and Academic Symposium
at the University of Southern California

Intersection of Engineering and Entertainment

Dr. Wm. A. Wulf, President, NAE
Dr. Steven B. Sample, President, USC

Research Challenges and Education
Moderated by C. L. Max Nikias
Dean Geoffrey Cowan  Dean Robert Cutietta
Dean Elizabeth Daley  Dean C. L. Max Nikias

Trends, Application, Entrepreneurship and Policy
Moderated by C. L. Max Nikias
Peter Bernstein  Seamus Blackley
Bing Gordon  Robert Pepper
Leonard Washington

March 22, 2005
Symposium 1:30 p.m. - 5:30 p.m.
Reception following
Town and Gown
University Park, Los Angeles