

FIELD OF VISIONS

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TECHNOLOGY REVOLUTIONIZES THE COMMUNICATION INDUSTRY

Field of Visions provides an integrated framework for production and publishing to help you take advantage of these opportunities

Want to rock?

Field Of Visions is ready to roll



The mobile digital video and analog audio unit is another addition to the resources of experience, expertise and equipment of *Field Of Visions*. At a time of tight budgets, *Field Of Visions* minimizes the expenses for onsite recording and editing. The savings are passed on to the customer.

The unit can bring the equipment to you for those projects where the customer's needs for hands-on participation in the custom recording and editing process is preferred. The savings in time and cost provides an efficient alternative to expensive high-budget productions.

CDROM & DVD production

From video to interactive media

Besides digital full-video production, *Field of Visions* also produces interactive CDROM and will be producing DVD in the near future, too.

CDROM is an innovative and cost-effective way to create a dynamic multimedia presentation that will leave a lasting impression on the potential consumer of your product or service.

Customize a user-friendly graphic interface to provide easy access to your presentation:

Video clips

Graphics

Music

Charts

Sound effects

Custom graphics

Text files in a wide variety of formats:

Corel Wordperfect

Adobe Acrobat

Microsoft Word

Field of Visions has produced a sample interactive CDROM that features digital video clips, 3D animated graphics, voice-over, sound effects and music edited into a powerful demonstration of how an interactive CDROM can work as an option for you.

DVD production will begin this spring in conjunction with the interactive multimedia for kiosks in the Kool-Aid exhibit at the Hastings museum at Hastings, NE.

Innovation is the solution

Success in the ever-changing market place is difficult enough to achieve. The *real* challenges emerge after you acquire this status and try to maintain your presence. *Field of Visions* will work with you to plan and enter the competitive technological trends of the contemporary business environment.

However, if the focus of your market is a highly-specialized one, a bed-and-breakfast service for example, *Field of Visions* can help you to plan an economical marketing strategy with an emphasis on your distinctive style.

Such a plan could consist of videotaping the immediate interior and exterior of your facility. The customized footage is an opportunity for you to highlight those features and special services that make your service unique. The footage can be edited into an analog VHS format for a video tape cassette or digitized and converted into short sequences to be placed on an Internet website we can create for you.

We could also compile the information you give to us and edit it into hard copy text documents: A brochure, for example, and include this in the package to your prospective customer.

Your strategy could consist of soliciting prospective customers using the brochure and directing them to your online interactive website that *Field of Visions* can help you to compile and put up on the Internet. You can make your hard copy videocassette tape available to follow up customer inquiries.

If you have a database of former customers, a video cassette is a dynamic way to refresh their recollections of their previous stays with you and it can also inform them of recent changes such as new rates, services and new attractions in your area that may be of interest to them.

Bulk VHS tape copying

Ok, so maybe you want to keep your VHS analog video cassette tape format produced either at *Field of Visions* or elsewhere but you have an order for a large quantity of video tapes that have to be duplicated immediately while maintaining the quality of your original. *Field of Visions* takes bulk orders. You supply the master and we'll do the job quickly, economically and professionally.

Have you considered the advantages of converting them into a digitized format that will preserve their integrity while protecting them? *Field of Visions* can also digitize your analog master, too, while we're processing your analog copies.

Maybe you'd like to provide a different graphic design for those new cassette covers: *Field of Visions* has the staff and expertise to customize your ideas into a professionally finished product.

How about a brochure to accompany your tape?

Field of Visions can produce a brochure, too, or a pamphlet that includes images taken from your

tape and converted into still shots.

Remember, if you are promoting a product or a service an accompanying brochure, or a pamphlet, is a practical way to generate opportunities for customer follow-up orders, especially if you provide coupons redeemable for discounts or mail-in rebates.

Field of Visions can help you through the process

Your customer is always looking for a bargain. Is your customer aware that you provide a superior product or service at a greater savings than your competitor?

Field of Visions can also apply your presentation to the internet using Macromedia Flash. Flash provides internet website development with cross-browser integrity.

An inter-active Internet website works for you online 24 hours a day and is a convenient tool to expand the opportunities for providing your customers with more information about your product or services.

A *Field of Visions* website is easily updated to provide current information about any changes you may need to include.



Lakhól Wiähókhà kì YuǾónihà

Leo Chasing In Timber passed away early this past summer. A beloved member of the Two Strike community on the Rosebud Sioux Indian reservation, South Dakota, Leo loved the *Lakhóta* way of life. He was devoted to helping others on the reservation maintain the traditional customs of his people even though doing so placed physically demanding challenges on him. He was a master of ceremonies at sundances and at many local events.

He will be missed by his friends and relatives of the *Siähâi' u Oyáte* as well as the *Field of Visions* associates who got to know him.

It was an honor for the *Field of Visions* crew to work with Leo and help him preserve and promote the unique heritage of the *Lakhóta* people.

Lakhótuyapi CD-ROM Demo

Field of Visions has produced a prototype of an interactive multimedia CD-ROM *Lakhótuyapi* for learning the *Lakhóta* language. It demonstrates the dynamic combination of technical skills of the *Field of Visions* associates. The CD-ROM features Leo Chasing In Timber speaking in the *Lakhóta* language about the significance of the buffalo to the *Lakhóta* people.

The video/audio was taped onsite at the buffalo reserve on the Rosebud Sioux Indian reservation, South Dakota, USA, on the morning of June 22, 2000.

It was taped in digital video and audio by Doug Boyd and formatted into the interactive multimedia CD-ROM format by

Jason Davis. The text of his narrative was transcribed and interlinearized by Cal Thunder Hawk using the Colorado Lakhota Project writing system and its font. Jason and Cal are associates of *Field of Visions*.

Native Americans concerned about maintaining the integrity of their culture can now actively participate in making custom-tailored productions suited to meet their needs. Although the language featured on this CD-ROM is a dialect of the *Títuwà Lakhóta* – commonly known as the plains-dwelling “Sioux” – any Native American language with a scalable font of its script can be applied to this format.

We can also work with you to recover, restore and enhance your archival material -- old tape recordings, film footage and photographs -- and creatively convert it into this exciting digital format. If you also wish to have your collection of audio tapes that were recorded in a Native American dialect -- or handwritten Native American text -- transcribed into a printed document all you have to do is provide a writing-style guide and a scalable font. And if you need to have your language materials interlinearized we can work with your linguist to provide this text, too.

We can provide this material for the IBM-compatible PC and MacIntosh operating systems.

Lakhótuyapi provides an example of the possibilities that are available through the technical expertise and creative skills of *Field of Visions*.





Lakhótuyapi User Interface

The interactive multimedia CD-ROM offers a full color, attractive user-friendly interface. The **Main Menu** page provides the user with several options.

The buttons are prominent and provide several options and functions:

Full Interview

Leo Chasing In Timber speaks in the *Lakhóta* language.

Translations:

Lakhota Free

Each sentence of his narrative is displayed as text that is transcribed and printed in a *Lakhóta* writing system and font directly beneath the video window.

Interlinearized

Each sentence of the spoken word is displayed as several lines of text:

- The top line consists of the spoken *Lakhóta* words.

- The line beneath that consists of the *Lakhóta* words that have been parsed into morphemes, or individual units, of each word.

- The next line provides an English gloss of the *Lakhóta* word.

- The line at the bottom provides a lexical part of speech for each *Lakhóta* word.

English Free

Each sentence is displayed in an English free translation.

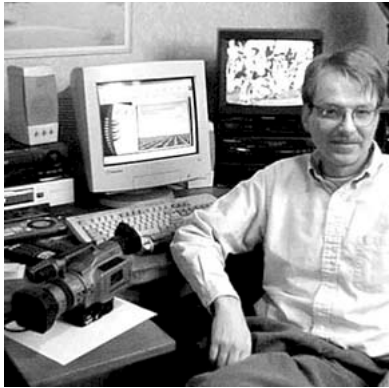
The **NEXT** button at the bottom right hand corner provides the user with the option to proceed to the next sentence within the interview.

The **BACK** button on each page after the first sentence provides the user with the option to return to the previous sentence to select any of the options available on the **Main Menu**.

The functions of the interface can be graphically designed to emphasize your unique style.

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Doug Boyd



Doug has worked in broadcasting and video production for 20 years. Currently he is producing videos for a variety of non-profit organizations and businesses and is coordinating media activities of the Lincoln Interfaith Council.

Some of his past positions have included:

- Video coordinator for the city of Lincoln, Citizen Information Center 92-98
- Freelance video producer 87-92, 92-present
- Broadcast journalist, KHGI TV, 86-87

An alumnus of University of Nebraska at Lincoln, Doug received an M.A. degree in Adult & Continuing Education in 1994. His masters thesis, *Participatory Developmental Education: An Alternate Model for Adult Distance Education*, proposes a model for communications technology to promote cooperative community based development and learning projects.

Other published papers:

- *Realizing the Democratic Ideal in Adult Distance Learning: The Participatory Developmental Education Model*, presented at the Distance Learning Research Conference Proceedings, April 1994, Texas A&M University.
- *Using communications Technology for Cross Cultural Training and Development: The Participatory Developmental Education Model*, presented to the Interdisciplinary Conference "Knowledge Tools For

A Sustainable Civilization" Ryerson Polytechnic University, Toronto, Ontario, Canada, June 8-10 1995. (*A copy of this paper can be viewed or downloaded and printed from the Field of Visions website.*)

Doug's academic work provided the conceptual framework for *Field of Visions*. His research into the practical application of communications technology to meet the educational needs of isolated communities also demonstrates how such institutional programs benefit the private sector in an organic learning environment. His thesis also illustrates how successful outcomes evolve out of an increasing level of sophisticated interactivity between an instructor and a participant. The autonomy provided by this process increases the self-sufficiency of the participants to develop a project or master an area of study.

Field of Visions Associates

Based in the midwest, *Field of Visions* is Doug's unique association of creative, talented and technically skilled professionals who share a commitment to excellence in multimedia production work.

The demands of successful, independent careers in an ever-changing and competitive technological environment provides *Field of Visions* with the best combination of efficient and resourceful expertise.

This broad base of highly specialized skills, combined with years of experience, can selectively focus on the specific needs of a project. *Field of Visions* associates offer a strategy for providing the best technological advances for the most economical value.

Featured associates:

- Gregg Johnson, Internet web designer, specializing in dynamic Macromedia Flash. See samples of his work on www.suitefreedom.com.
- Jason Davis, interactive multimedia CD-ROM with 3D animation and Internet applications. Samples of his work are available for viewing on two interactive multimedia CD-ROMs that he and Doug put together for *Field of Visions*.
- Tom Keller, computer hardware, software and network servers.

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Cal Thunder Hawk, Associate

Cal, an enrolled member of the Rosebud Sioux tribe, edits and formats text into digitized documents that can maintain the integrity of special fonts in Native American languages.

The *Field of Visions* website has an example of an online interactive English/*Lakhóta* language children's story. It provides an original Cal Thunder Hawk shortstory composed in English with selected *Lakhóta* words or phrases in a *Lakhóta* font developed for the Colorado Lakhotia Project writing system. The *Lakhóta* words and phrases in the story are italicized and easily identifiable. The italicized words are actually embedded links to a glossary where the specific *Lakhóta* word or phrase is translated into English. The links to the glossary are activated with a click of the cursor on the text. The reader is provided with an option to hear the *Lakhóta* word or phrase pronounced in *Lakhóta* in an embedded .wav audio file conveniently located next to the English translation.

Have you ever heard a spider sing a *Lakhóta* song? A *Lakhóta* phrase in the text of the story is sung by a spider. When that *Lakhóta* phrase in the story is clicked, the English translation for that song opens up in a separate window. Just click on the speaker icon next to the English translation of the

Lakhóta phrase and you'll hear the spider sing the song.

This format provides innovative options to a reader who wishes to take advantage of an enriched multimedia experience online. However, if you are seriously interested in exploring this online experience for your own creative production, you can arrange with us to view it at your convenience. Plans are underway for *Field of Visions* to produce this story in an interactive cdrom format, too.

If your curricula requires an application of these creative production skills, not only for critical English text but other Native American languages too, Cal can work with you to prepare sophisticated texts with the special font that you provide for your tribal language. The texts can be applied to Internet documents and formatted for hard copy publications at an economical rate.



Cal's background in advertising art, his experience in creating original artwork displayed and sold in some of the finest galleries in Dallas, TX, as well as training and experience in analog and digital photography provides a proven versatility in producing and converting graphic images into digitized graphics that can be creatively edited into hard copy text document formats, online Internet applications and interactive multimedia CD-ROM.



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