

Diana Hawkins Manuelian, Ed D

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Consultant and entrepreneur in the area of advanced TV services:

- **Personalized TV, Profile Driven Interface Design,**
- **PVR Services, ITV, User interface, social network applications**
- **Virtual Reality, Videogames and Public Installations**

Prior work includes: interactive design, prototype and product development, strategic planning, user interface, consumer research, and early phase company development.

EDUCATION:

Diana Mae Gagnon

Ed. D., Harvard Graduate School of Education, Cambridge, MA, 1986 Doctorate in Human Development, Educational Media and Interactive Technology (graduated with distinction) specializing in the influence of videogames and interactive media on thinking.

Post Doctoral Fellowship: MIT Media Lab - future entertainment technologies, 1986.

B.A. and B.F.A. State University of New York, Buffalo, N.Y., 1981 Psychology (Summa Cum Laude and Highest Distinction in Psychology Award) Studio Art, Sculpture, and Video (Magna Cum Laude).

WORK EXPERIENCE:

Twirl TV, <http://www.twirltv.com/> Los Gatos, CA (2009) - consulted on product design, and early phase company development for social networking TV site. Twirl TV is the perfect marriage between facebook and broadcast TV.

Sezme TV, <http://www.sezmi.com/> Belmont, CA (2006-2007) – contracted to design UI and service concepts for a new personalized TV service. Sezmi seamlessly integrates traditional TV content and internet content into one broadband consumer service.

TVU Networks, <http://tvunetworks.com/> Mountain View, CA (2005-2006) - Co founded TVN Networks, designed UI and service concepts, assisted in writing business plan, and raising angel round of financing. TVU offers live internet Television utilizing a peer to peer, real time packet replication technology. TVU is now available for the Iphone.

Cablevision – Voom HD Networks, Bethpage, NY (2004-2005) –contracted to design the first high definition User Interface and service spec for Voom HDTV set top box.

Cachevision, (startup owned by Thompson and Seagate) San Jose, CA (2001-2002) - contracted to develop UI and service concepts for PVR. Design featured personalized accounts, advanced search features, Interactive Program Guide and interactive services and advertising

Dotcast, Mountain View, CA (1999-2000) - Cofounder and board member, raised initial round of financing and early phase product development for a national high-speed datacasting network. Designed a prototype portal featuring a pushed desktop tool bar, personalized service screen and program guide. Dotcast was used in Disney's **Movie Beam** service which wirelessly offered movies on demand to a home set top box.

Net Angels, San Francisco, CA (1998) - Designed prototype for a personalized intelligent music site featuring collaborative filtering, click stream analysis and profiling technologies. The site was personalized based upon a dynamic user profile, preferences and "like user" recommendations. Users were also placed into chat environments based upon interests and psychographics.

Homecast, (A joint venture between TCI, Bank of America and Intuit) Palo Alto, CA (1998-1999). – Developed a broadband financial channel prototype and business model for a walled garden TV Portal for TCI digital cable system. The portal featured a full motion personalized financial news channel, access to bank accounts, bill payment and various financial services and vendors.

ICTV, San Jose, CA (1993)- consulting on ITV content, Developed an **Interactive Sesame Street** prototype where users could play along with the show.

3DO, San Mateo, CA (1991-1993) early phase company development, business model and business plan development for a multimedia game platform.

Viacom, NY, NY (1990- 1991)- wrote business plan for new division Viacom Interactive and explored next generation TV services. Developed an **Interactive MTV** prototype for Viacom commissioned focus groups. This simulated simulcast allowed users to order merchandise, concert tickets and accesses information on the songs aired on MTV.

Allied Entertainment: London, England, and **GTE Imagetrek**, San Diego, CA (1991)- interactive property development for Lawnmower Man movie. Designed an arcade game with 3D graphics overlay and custom LED gesture input device.

Nickelodeon, NY, NY (1990) - consulted on next generation TV applications and developed the concept of using videophone instead of telephone call in for Slime Time game show competition, which successfully aired on Nickelodeon.

ACTV Domestic Corp. New York, NY, 1989 - 1990 **Vice President** responsible for strategic planning, new business development, consumer research, and development of interactive TV programming. Formed a consortium between McCann Erickson, AT&T, Coca Cola, General Motors, ABC and NBC for the development of the first interactive sporting events (NFL Monday Night Football, Major League Baseball); and the interactive TV music program CUTS featuring the works of Peter Gabriel (cited by A & A monthly as best interactive application and received third place in the International Film and TV Festival of New York).

MIT, Media Laboratory, Cambridge, MA, 1985 - 1989 **Research Associate & lecturer:** assisted in the creation of the Audience Research Facility; conducted research on new media technologies (including interactive TV, HDTV, electronic publishing, digital Vs analog audio etc.) and taught a course in interactive media design.

Games Group Inc., Boston, MA. 1983 - 1985 **Cofounder:** developed a videodisc based arcade game with dance interface, surrogate travel, and holophonic sound effects

CONSULTING CLIENTS: (1982- 1998)

Interactive TV:

Service and prototype design, Internet TV integration; intelligent interface design; strategic planning; consumer research, in home trials

Digeo, Kirkland, WA

Interactive Channel, Los Angeles, CA

GTE Main Street, Stamford, CT

IBM, Boca Raton, FL

Turner Publishing, Atlanta, GA

Hewlett Packard, Sunnyvale, CA

GTE Imagitrek, San Diego, CA

HBO, NY, NY

Starwave: Seattle, WA

Fujitsu, Tokyo, Japan

Internet:

Intelligent interface design, Internet TV, data mining, profiling, and start up technology evaluation.

Citibank, LA, CA

TVN, Burbank, CA

Matsushita, Tokyo, Japan

The McKenna Group, Palo Alto, CA

News Corp, LA, CA.

Kleiner, Perkins, Caufield and Byers, Menlo Park, CA

Tibco, Palo Alto, CA

Gist, NY, NY

Public Space:

Interactive retailing; virtual reality and interactive attractions for public site installation; interactive themepark consulting; assessment virtual reality entertainment centers.

Warner Brothers: Burbank, CA

Nike: Beaverton, OR

Paramount Parks: Charlotte, NC

Paramount Pictures: LA, CA

Other Consulting:

King World: NY, NY, entertainment software investment consulting.

Optophonic Entertainment Systems, Montreal, Canada, explored a system to play records, CD audio, CDI and CD ROM, 1987.

GTE Human Factors Lab, Waltham, MA, redesigned the user interface for MINET (a large medical database), 1984 to 1985.

Nutritional Management, Boston, MA, consulted on the design of weight loss software, 1984;

Raytheon Service Company, Training Center, Burlington, MA, consulted on educational microcomputer software, 1983;

Video Research Inc., Cambridge, MA., consulted on the design of children's educational video and 'how to' consumer videotapes, 1983 to 1984;

Digital Equipment Corp., Burlington, MA., consulted on testing and evaluation of IVIS training videodiscs, 1982.

Expert witness & case research:

Pennie & Edmond, NY, NY – (Disney VS ACTV)

Weil, Gotshal and Manges, NY, NY (Amazon.com VS Barnes and Noble)

RESEARCH PROJECTS: (1981- present)

Stanford University Dept. of Communications, Visiting Scholar researching interactive violence and rating systems, 1995; Taught course in Social effects of interactive technology.

Corporation for Public Broadcasting grant to study the potential for interactive children's television, 1989;

MIT, Research Program in Communications Policy, Future of the Mass Audience Project, Cambridge, MA. examined human factors research pertaining to new media design, Dr. Russell Neuman, 1983;

MIT, Dept. of Science, Technology, and Society, Cambridge, MA. Conducted interviews on the psychology behind videogame addiction for the book *The Second Self* by Dr. Sherry Turkle, 1982;

Harvard Graduate School of Education Administration, Planning, and Social Policy, Cambridge, MA. prepared a case study on the curriculum application of computers; Dr. Greg Jackson, 1982;

National Endowment for the Arts Grant, Vision Inc., Cambridge, MA., studied the uses of video in the design arts and the feasibility of a design video magazine, 1981;

Massachusetts Educational Television, Cambridge, MA., explored faculty response to the implementation of videodiscs in a school setting, 1981.

BOOKS, CHAPTERS, PAPERS, AND REPORTS:

"Virtual Reality & Passive Simulators: The Future of Fun" chapter in Biocca, F., & Delaney B. (Ed.). **Communication in the Age of Virtual Reality**. Hillsdale, NJ : Lawrence Erlbaum Associates (1995).

Virtual Reality and Ride Theater Location Based Entertainment, Paramount commissioned report, Jan 1992.

Interactive TV: State of the Industry, published by Arlen Communications, Jan 1990.

"Toward An Open Architecture Approach to Media Design", **chapter Communications Yearbook**, 1988.

"Interactive Shopping: The Trend of the Future?", Gagnon, Kosloff & Bove, GTE sponsored report, 1988.

"Do Consumers Want Interactive TV?" GTE sponsored report, 1987.

"Interactive Entertainment: a Study Series", Paper presented to the International Communications Association, Chicago, May 1986.

"Interactive Versus Observational Media: The Influence of User Control and Cognitive Styles on Spatial Learning", Distinguished Paper Award, International Communications Association, Montreal, 1986.

"Videogames and Spatial Skills", **Educational Communication and Technology Journal** 33 (4) winter 1985.

"Audience Perceptions of Image and Sound Quality in Television", W.R. Neuman, A. Crigler, & L. Ford, MIT, Audience Research Report, 1985.

"Human Factors: Some Lessons for the New Technologies", Future of the Mass Audience Project Working Paper, Dec. 1983.

"The Psychology Behind Videogame Addiction" sponsored research report, 1982

"Over Worked and Under Paid: On the Nature of Gender Differences in Self-Pay" Distinguished article award American Psychological Association, 1982.

Videotapes and press clips available upon request.