

Press release 22.08.01

Why TV stations do change their looks more frequently today



6th Eyes & Ears Conference on 6th and 7th September 2001 in Cologne

"Navigation 21 - Surfaces, Sign and Navigation Systems, Interfaces" reads the title of this year's European event highlight for all professionals in the fields of design, promotion and marketing of audiovisual media such as TV, film, radio, and internet. The 6th international Eyes & Ears Conference takes place on 6th and 7th September 2001 at KOMED in the Mediapark of Cologne and is organized by Eyes & Ears of Europe, Association for the Design, Promotion and Marketing of Audiovisual Media.

"Within one TV year in Europe there have never been so many relaunches, revisions, variations and changes of different TV stations' corporate design respectively programme design. This is a distinct sign for the audiovisual content providers' increased awareness of the possibilities to reach outstanding positions by appropriate TV design. The right look and feel of a station today often is of principal concern," Wout Nierhoff, CEO Eyes & Ears of Europe, summarizes the especially promising situation for this year's Eyes & Ears Conference.

Altogether about 50 speakers from Switzerland, Austria, Spain, the Netherlands, France, Great Britain, USA and Germany will come to Cologne to present their cases at the 6th international Eyes & Ears Conference. By looking at concrete projects they will discuss on 6th and 7th September 2001 the current positions and the perspectives of media design in marketing communication via TV, film, radio, internet, I-TV. Besides, another subject will also be cross media design concepts and marketing strategies.

Host of the conference is Andreas Seitz, ex Head of Communications Super RTL, who now works as freelance presenter, communications consultant, and coach.

NAVIGATION 21 – the event of Eyes & Ears Conference 2001 is in particular made possible by the City of Cologne, RTL, Super RTL, CBC Cologne Broadcasting Center, CRAXX Medienproduktion, English&Pockett, Soundscape and Avid.

For the detailed programme, further information, interview requests and your free press accreditation please contact:

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