



July 18, 1996

Mora Film Inc.
Philippe Mora
1400 N. Havenhurst Ave.
Los Angeles, CA 90046

Dear Mr. Mora,

Thank you for your participation in our "Richard the Third" chat. The feedback from the audience and staff was enthusiastic and positive. I hope you found the event enjoyable, and felt it a success.

Please keep us in mind when you have other projects coming up, as we look forward to working with you again in the future. Enclosed please find a printed copy of the chat. Also, electronic copies can be obtained from the Apple Computer Community Site (community.apple.com) or from Peter. I sent him an electronic copy earlier.

Again, thank you very much.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ron Vargas", is written over a horizontal line.

Ron Vargas - Event Producer
Apple Internet Studios & Production



OnlineHost : Copyright 1996 Apple Computer, Inc;
OnlineHost : licensed to America Online, Inc.

AWWCKelere : Welcome Richard 3!

AWWC Carl : Interactive entertainment production on the World
AWWC Carl : Wide Web. It is the first in a series of MPEG video
AWWC Carl : productions scheduled for release on the WWW. It is
AWWC Carl : available for downloading at <http://www.ashakespeare.com>.

Richard 3 : Thank you, Philippe and Peter are very happy to be
here.

AWWC Carl : Peter Sterling has been involved in management as CEO
AWWC Carl : and principal financier of numerous publicly traded
AWWC Carl : and private industrial, and technology companies
AWWC Carl : for the past 15 years. During the 1980's
AWWC Carl : Mr. Sterling progressively acquired control of
AWWC Carl : a number of public companies and commenced an
AWWC Carl : aggressive minerals exploration, oil drilling
AWWC Carl : and minerals processing development campaign on
AWWC Carl : three continents. Mr. Sterling developed the
AWWC Carl : Internet Broadcasting Company concept in
AWWC Carl : January 1995 and has since been involved
AWWC Carl : full time on the development of the company.

AWWC Carl : Philippe Mora has earned an international reputation
AWWC Carl : as a director, screenwriter and producer.
AWWC Carl : Mr. Mora has over a dozen feature film credits
ranging from the award
AWWC Carl : winning documentary "Swastika" to the recent
AWWC Carl : "Communion" starring Christopher Walken. Other films
AWWC Carl : he has directed include "The Return of Captain
AWWC Carl : Invincible", "The Howling 2", "The Howling 3" and
AWWC Carl : the TriStar/HBO production "Heart of Stone" with Brian
AWWC Carl : Bozworth.
AWWC Carl : .

AWWC Carl : Thank you both for coming!
Richard 3 : We're happy to be here!

AWWC Carl : How did growing up in a creative environment affect
your approach to this production of Richard III?
Richard 3 : Philippe: My mother was a painter and my father...
Richard 3 : was an art dealer, and there were always writers,
Richard 3 : actors, and other creative types at our home while
Richard 3 : I was growing up, so it was stimulating as a child to
Richard 3 : be around very creative people.
Richard 3 : I ended up in the theater arts and film, and of
Richard 3 : course theater leads you to Shakespeare.
Richard 3 : I think I was lucky to have an upbringing that
Richard 3 : encouraged me to appreciate things like Shakespeare.



AWWC Carl : What has been the biggest challenge you've faced with
AWWC Carl : this production?
Richard 3 : Philippe: The biggest challenge was to bring
Richard 3 : something fresh to a Shakespeare production aside from the
Richard 3 : novelty from it being on the net.
Richard 3 : So the approach aside from interactive elements was
Richard 3 : to give the production a very pop-art visual look.
Richard 3 : The idea being to attract people to this subject
Richard 3 : matter who normally wouldn't be interested.

AWWC Carl : What was there about Richard III that lent itself to
AWWC Carl : doing a pop-art visual look?
Richard 3 : Philippe: I always have been of the opinion that
Richard 3 : Richard III was Shakespeare's most modern character
Richard 3 : in the sense of being a real, if not the original
Richard 3 : anti-hero, Richard III had absolutely no remorse about
Richard 3 : any of his actions and in that sense he unfortunately
Richard 3 : was a fore-runner of such modern tyrants as Hitler,
Richard 3 : Stalin, and other totalitarian tyrants.
Richard 3 : All other Shakespeare characters all felt terrible
Richard 3 : remorse and anguish...
Richard 3 : Richard on the other hand had only contempt for
Richard 3 : morality.

AWWC Ron : Join us for Atlanta '96. Our Webcast from Atlanta
AWWC Ron : is sure to be the biggest one of the summer.
AWWC Ron : Check it out at <http://live.apple.com>, starting July 15.

AWWC Carl : From Ron on the IRC....
AWWC Carl : How did you become affiliated with the Internet
AWWC Carl : Broadcasting Network?
Richard 3 : Philippe: Peter Sterling is an old friend of mine,
Richard 3 : and being an adventurous soul he really liked the idea and
Richard 3 : encouraged me to create this production of Richard III for
IBC.
Richard 3 : Peter: We wanted to create something new for the
Richard 3 : medium and something that was interactive.
Richard 3 : Philippe suggested Shakespeare. Every year there are 3-4
major
Richard 3 : motion pictures. We see this eventually panning out and
doing
Richard 3 : more Shakespeare plays.
Richard 3 : In an ideal world, that is what we would do. :-)

AWWC Carl : Bruce wonders...
AWWC Carl : Did the recent movie of Richard III influence this
AWWC Carl : production?
Richard 3 : Philippe: No.
Richard 3 : If anything, the production that I always remember
Richard 3 : was L. Oliver's movie. (That was)



AWWC Carl : Karen asks...
AWWC Carl : What types of trends are you seeing in cyberspace,
AWWC Carl : now that the entertainment industry has embraced
AWWC Carl : the latest technological breakthroughs
Richard 3 : Peter: They're ringing us and asking us for help. :-)
Richard 3 : We believe the major studios will become major
Richard 3 : players in this area a couple of years down the road.
Richard 3 : They are still focused on producing linear TV &
Richard 3 : movies.
Richard 3 : Philippe: I think they will be late comers...
Richard 3 : but, they have big elephant feet. :-)

AWWCKelere : Eraser Hi: I love films. How did they manage to do this?
Richard 3 : Philippe: I don't think the major corps. have realized
Richard 3 : that the entertainment paradigm has actually shifted
Richard 3 : because what the net can provide the entertainment
Richard 3 : community is a means of getting their product out to a
Richard 3 : huge audience.
Richard 3 : With out the huge distribution costs associated with
Richard 3 : showing movies on film.

AWWC Ron : Check out the new Apple Community area
AWWC Ron : at <http://community.apple.com>
AWWC Ron : Information on future Webcasts, and other Apple
AWWC Ron : sponsored events on the Web.

AWWC Carl : (answering How they managed to do this)
Richard 3 : Do what?

AWWC Carl : How did you manage to upload this production to the
AWWC Carl : Web?
Richard 3 : Peter: By digitizing the video and storing it on a
Richard 3 : large hard drive, it is actually located on the CBS studio
Richard 3 : lot. It serves out from there via multi T1 lines.
Richard 3 : Philippe: The production was taped on beta SP tape...
Richard 3 : and was edited AVID computer, and then was outputted
Richard 3 : onto beta SP tape again. The tape was then digitized and
Richard 3 : uploaded.

AWWCKelere : ROC ROC: Exactly how will this benefit the major
AWWCKelere : studios?
Richard 3 : Peter: It will provide a shorter distribution path
Richard 3 : between the producer and the eventual consumer.
Richard 3 : It will also eventually reduce the huge distribution
Richard 3 : costs.

AWWCKelere : ROC ROC: Is your movie to be download and viewed on
AWWCKelere : an individual basis, or as a group like in a movie
AWWCKelere : theatre?
AWWC Carl : Good question!
Richard 3 : Peter: It will be individual.



AWWCKelere : Apple Aloha is hosting a contest!
AWWCKelere : .
AWWCKelere : Be the first to find 12 hidden images of race cars
AWWCKelere : and win a nifty prize. Read all about it starting
AWWCKelere : on the 4th of July in our contest folder :-)
AWWCKelere : .
AWWCKelere : Keyword: Aloha

AWWC Carl : Did the actors comment on anything being different
AWWC Carl : with this production...
AWWC Carl : i.e.... because it was filmed without an audience?
Richard 3 : Philippe: The actors were very interested with the
Richard 3 : idea that this movie was going to be shown on the net.
Richard 3 : Even though this was a play, the actors were not
Richard 3 : bothered that there was not an audience since they have
Richard 3 : done film work where there is not an audience.

AWWCKelere : Ew Dave: Do you really think the major players will
AWWCKelere : embrace the net? How can they make money here?
Richard 3 : Peter: They will, and once the consumer has access
Richard 3 : to higher band width and becomes familiar with buying
Richard 3 : consumer products over the Internet, then there will be
Richard 3 : a lot of money made by companies both large and small.
Richard 3 : A limiting factor is that computer companies have not
Richard 3 : yet made less then \$1000 internet appliance, like the
Richard 3 : Pippin is suppose to be.
Richard 3 : Philippe: I think that the Internet cat is out of the
Richard 3 : bag, and the major players really have no choice but to
Richard 3 : embrace it because it is here to stay.
Richard 3 : There will be a transitional period where film makers
Richard 3 : will be doing productions for the net like Richard III.
Richard 3 : There will be creative activity going on while the
Richard 3 : technical end is sorted out.
Richard 3 : Once it is sorted out there will be an enormous
Richard 3 : amount of production.

AWWC Carl : We're talking with Peter Sterling and Philippe Mora
AWWC Carl : about the Internet Broadcast Company's movie
AWWC Carl : Richard III Interactive, available on the WWW at
AWWC Carl : <http://www.ashakespeare.com>

AWWCKelere : HappyClam: Philippe, how does making a film for the
AWWCKelere : internet compare to making one for commercial release?
Richard 3 : Philippe: A couple of things...
Richard 3 : One thing obviously is the interactive element which
Richard 3 : in terms of this first production we enable a viewer to
Richard 3 : pick a page and see that page come to life.
Richard 3 : Another difference is because of the relatively low
Richard 3 : distribution cost one can be more experimental and creative
Richard 3 : in the making of the film because there isn't a 20 Mil
Richard 3 : budget restricting the production.
Richard 3 : The net will provide creative freedom for film makers
Richard 3 : that they haven't had before. This will allow for a
Richard 3 : flourishing of show for the nets.



AWWC Carl : What is a ball park figure for how much an internet
AWWC Carl : production costs?
Richard 3 : Peter: This one cost less then \$50 thousand because
Richard 3 : we got a lot of free services. We figure the next could
Richard 3 : cost \$100 thousand or more.

AWWC Carl : What can we look forward to in your next
AWWC Carl : collaboration as the Internet Broadcast Co.?
Richard 3 : Philippe: We're looking to do Mid Summer's Night Dream
Richard 3 : as the next one, and also considering, beyond that,
Richard 3 : exclusive net feature films.
Richard 3 : Feature films that can only be seen on the net, with
stars.

AWWC Carl : Do you have any last thoughts you'd like to impart to
AWWC Carl : us?
Richard 3 : Peter: Thank you for coming. We looking forward to
Richard 3 : having you visit out web site, www.ashakespeare.com, in the
Richard 3 : future.
Richard 3 : Philippe: I'd like to say that it is very exciting to
Richard 3 : be involved in a pioneering endeavor like this and thank
Richard 3 : everyone for their interest.
Richard 3 : We very much hope they enjoy what we're doing.

AWWC Carl : Thank you for coming!
AWWC Carl : Thank you Peter and Philippe for coming tonight.

AWWC Carl : The Richard III Interactive movie is available at
AWWC Carl : <http://www.ashakespeare.com>
AWWC Carl : And thank you everyone for stopping by!
AWWC Carl : Good night!