

At b.TWEEN08 in Manchester

Posted At : June 19, 2008 1:06 PM | Posted By : Stefan Richter

Related Categories: Events, Collaboration, Applications

I've just arrived at **b.TWEEN08** in Manchester.

The official line about the event is as follows: b.TWEEN is a unique cross media gathering where interactive ideas are seeded, shared and sold.

(It uses technology in innovative ways and radical formats to deliver cutting edge, interactive events with networking and business at their core.

b.TWEEN is about knowledge sharing, being inspired, learning from peers and doing deals.

My company **muchosmedia** has built the text chat that runs alongside the **live webcast** (all the streaming is being handled by our friends at **Kinura**). What's unique about the chat is that we've come up with and built a gateway to allow the audience to take part in the chat (which is projected onto a big screen at the venue) via sending an SMS text message to a dedicated number. I'll post some images as soon as I can.