

designer dossier

J A I M E L E V Y , C Y B E R S L A C K E R

Jaime Levy is an independent publisher of a disk-based magazine for the Macintosh entitled *Electronic Hollywood*. Even though she has transplanted herself from sunny Southern California to the borough of East Village in New York City, she is still publishing the interactive magazine using the *Hollywood* name. Why? This question and more were answered in our recent interview with the goddess of the electronic kingdom.



COMPUTER PLAYER: Why use the word "Hollywood" when you're in Manhattan?

Jamie Levy: Because almost all of my artwork originates from videotaped television or movies (Hollywood's main business), then it's fed into my Mac, where I can manipulate it. Also, a lot of my Bay Area friends were bragging that they were in the heart of the next multimedia capital, "the new electronic Hollywood." So, just to spite them, I named my publishing company Electronic Hollywood.

CP: You have an interesting computer setup, tell us about it.

JL: For starters, I've got a Mac 660 AV, and I attach my VCR to it using an adapter that plugs right into my computer. I've got a SyQuest drive for storing some of my animations, and a modem that I sometimes use for safe cybersex when my boyfriend is on tour.

CP: What band is he in?

JL: Baiter Space. They just finished a tour opening for Pavement. He has a lot of audio equipment that I can use for sampling and sequencing sounds and music for my projects.

CP: I know you're humble, but could you let our readers know a little bit more about your projects?

JL: There's my magazine, *Electronic Hollywood*, which is in its third and last issue. Then there's my disk-based novel, *Ambulance*, which features music from Firehose bassist Mike Watt. Also, I did the interactive disk that came with Billy Idol's *Cyberpunk* album, and a few prototypes for MTV. Currently, I'm working for IBM, designing interfaces for interactive television.

CP: Whew! That's a mouthful! Isn't it kind of strange that someone as hip as you is working for Big Blue?

JL: IBM is really going through a change of its image. Hiring me is indicative of that change.



Robert Redford Interactive?

Perhaps one of the least likely candidates to ride the digital wave from Hollywood to the Silicon Valley is big-screen star Robert Redford. But Pioneer announced recently that it is joining forces with the actor and Academy Award-winning director to develop an "environmental-based interactive program for use with Pioneer's LaserActive system." The program is a wilderness odyssey, with players venturing through rugged terrain as they confront ecological-driven mysteries. According to Pioneer, the title will draw on Redford's work on behalf of Native Americans. This is one we won't want to miss. Available: **Early 1995**. For more info call:

Pioneer Electronics at 310.953.2286.

PIONEER
The Art of Entertainment

CP: What are you doing for IBM?

JL: Bonehead interface design. In other words, accessible intuitive interfaces. Just like your doorknob is an interface you use to open a door, but you don't have to know how the springs on the inside of the knob move when you turn it, my interfaces are simple. IBM is letting me go wild creatively to design video symbols that signify different functions of an

and socialize while showing their work. I jokingly call these meetings *Cyberslacker* meetings.

CP: Okay, so the world wants to know. What does this cyberslacker eat for breakfast?

JL: Bagels and cream cheese.

[Editor's Note: Jaime is very much into listening to music. In fact, she listens at such high volumes that she has attached a flashing red light to



interactive television interface.

CP: You're also teaching at NYU. What kind of course is it?

JL: It's an electronic publishing course that helps students build their digital portfolio, design interfaces, copyright their material and create a disk-based interactive project.

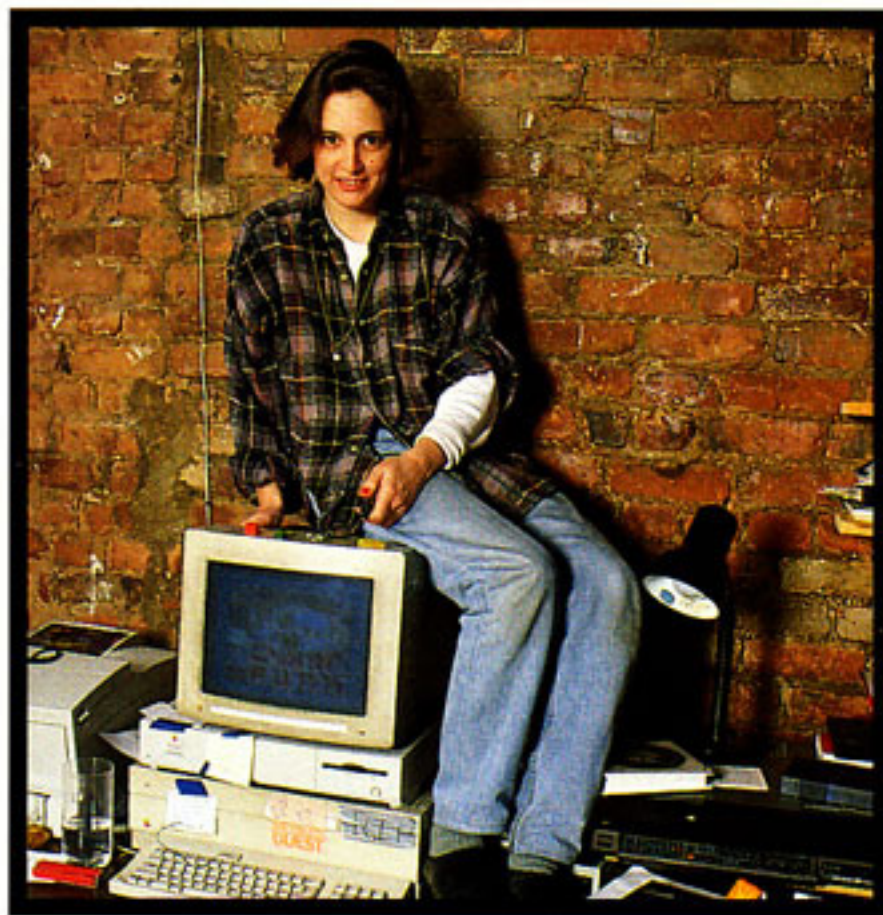
CP: Rumor has it that you have a club for your multimedia friends.

JL: Every other month, I hold meetings in my loft where our little community of cyberpunks get together

her phone (a device usually reserved for the hearing impaired) because she can't hear the ring over her stereo.)

To receive your very own Macintosh disk, send cash or check for the amount of \$7.50 for *Electronic Hollywood*, \$15 for the novel *Ambulance* or \$10 for the Billy Idol pack-in *Cyberpunk* disk to:

Electronic Hollywood
P.O. Box 448
Prince St. Station
New York, NY 10012.



When asked to comment on the commanding position Interplay holds on the bundling market, Kirk Green explained, "We're not striving to be just the biggest entertainment software bundler, we also want to be the best. That's why we've chosen to sign agreements with high-quality game makers like, most recently, Accolade for sports games." It is kind of odd that all of this bundling activity is coming from a game developer that is signing agreements with its direct competitors, but it seems to be working.

skimming

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