



Eng Tat Khoo

During my internship with NBC Universal Technological Growth Center from July to September 2007, I was assigned to work with the interactive TV department. My supervisor, John Dakss, is the Vice President of the Technology Product Development. My first task was related to the technical development and testing of a media software platform intended for internal company use. In this project, I had to communicate with the main group in New York. It was challenging to work remotely with the team. I had the opportunity to visit our New York colleagues at Rockefeller Center and they have brought me to visit their facilities. I have also researched on the interactive TV development in Asia and have

compiled a report for the NBC Universal Technology Update Newsletter. I have worked on evaluating proposals related to digital storefront and did a comparative study on the digital rights management technology employed in each of the proposals.

Besides, I have also been assigned to work with Jeremy Laws, Senior Vice President of mobile entertainment group. In this assignment, I had the opportunity to study proposals from NBC Universal team and external vendors, and contribute my ideas to the development of entertainment media on mobile applications.

It was an exciting experience to work in Hollywood and in a huge creative company like NBC Universal. I had the opportunity to work with highly creative people with diverse background and experience American work culture. There is also so much to explore in Hollywood and Los Angeles after working hours and weekends. I would like to thank NUS Hollywood lab to provide me with this wonderful opportunity!