



James Teh

I was given the wonderful opportunity to be an intern in Hollywood as part of the NUS Hollywood Lab. In addition to that, the internship company is the world famous NBC-Universal and the location is at Universal Studios LA itself. Being at the same location where hundreds of blockbuster movies and hit TV series are made add on to the excitement of the internship. I was attached to the Technological Growth Center from July to September 2007 and assigned to work with the interactive TV department. This center is headed by John Dakks who 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 for sharing among the different NBC employees intended for internal company use. We had to work together with the main team in New York, and meeting through multiparty conference call is a norm. I also had the opportunity to visit the team in New York and had a chance to visit Rockefeller center which the office is situated. 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 that, I have also been assigned to work with Jeremy Laws, Senior Vice President of mobile entertainment group. There was some kind of new media game related work which will be proposed to be done in Singapore, and I had the opportunity to contribute some ideas.

Being in Los Angeles, and in such a vibrant work location allows one to engage in his creative senses and making use of them in his work. This wonderful experience as part of NUS Hollywood lab certainly gives another perspective to

anyone, especially those from Asia. This highly creative and energetic, yet seeming 'cool' culture gives many positive experiences to student interns like me.