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DREAMTIME

training of on-orbit assembly operations and related procedures.

HDTV will dramatically enhance coverage of dynamic on-orbit events including filming of approaching and departing vehicles, dockings, fly-arounds, experiments, and space walks.

Science users will benefit greatly from the ability to film in high-definition

and Dreamtime. In that act, Congress declared commercial utilization to be one of the primary goals of the U.S. Space Station Program and directed NASA to actively seek commercial users for the ISS. That same legislation required that NASA fund an independent market study of potential commercial uses. One of the most promising commercial markets identified by the study was in the area of space imagery, including education, advertising,

leveraging the information technologies and techniques that are out there that the Internet world has spawned and bringing those capabilities into NASA."

In addition to maintaining NASA's integrity, the agreement allows the agency to use gainsharing from what is created through this partnership to further the

exploration and development of space, providing great benefits to the U.S. taxpayer.

Another unique part of the NASA/Dreamtime agreement is that the parties established it as an open, nonexclusive arrangement. "What is most important about this deal, as far as I am concerned, is that it is inclusive, not exclusive," said Foster. "So current vendors who are working in areas such as NASA's archives and NASA TV will be included in this deal. Their wealth of expertise and knowledge is very valuable, and we need to make use of what they know to make the pie bigger for all of us."

With so much of the agreement focused on ISS and space shuttle activities, the Johnson Space Center, as NASA's lead center for human space flight, is key to the success of this partnership and any additional commercial ventures. "JSC is at the tip of the spear



NASA JSC Photo S101e5010 by Alan Bartos
The Dreamtime logo floats inside Atlantis during the STS-101 mission.

in terms of implementing this project," said Kelly.

But all NASA centers and Headquarters will work to implement the agreement. Rodney Grubbs at the Marshall Space Flight Center will serve as deputy collaboration manager supporting Kelly in the overall implementation of the Space Act. The Public Affairs team will be spearheaded by Patti Reilly, director of commercial projects, and Debbie Rivera, deputy director of commercial projects. Marguerite Broadwell is the agreement manager at NASA Headquarters.

With everyone working toward the common goal of educating and exciting the public about the space program, NASA and Dreamtime see the endeavor continuing to grow.

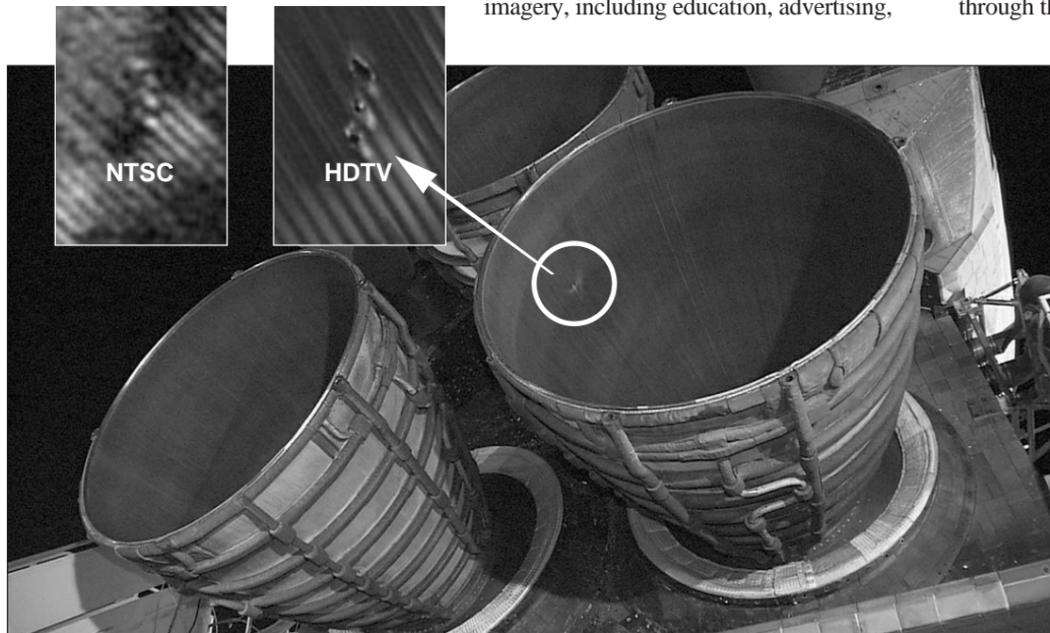
"This opportunity could be limited only by the imagination," said Foster. "But that's something that could never happen here because this is the opportunity for innovation. How much innovation and imagination can people have?"

According to Cremins, NASA's business lines up nicely with Dreamtime's business model, both stressing the need for growth and the need to bring in new partners. He notes that the partnership that Dreamtime brings to the collaboration represents a wide range of economic sectors.

"This is a unique business in the sense that both Dreamtime and NASA are about growth and opportunity," said Cremins. "This is an ongoing growth enterprise. Dreamtime has aligned with companies in aerospace, Internet, marketing, and advertising. Out of the relationships that we'll develop with these companies, we're hoping that there will be a lot more opportunities and new approaches and practices to come out of this partnership in the future."

For the immediate future, Kelly says that the onus is now on NASA and Dreamtime to prove that they can do what they have said they will do.

"The goal here is to add this activity to a long list of firsts that this agency has accomplished," said Kelly. "We have a lot of work ahead of us, but we'll get it done." ■



STS-93 image analysts were able to use post-flight HDTV footage to help identify hydrogen leak sites on the main engine bell, shown in inset compared to NISTC image.

dynamic scientific processes (for example, liquid flows and mixing) that electronic still images don't capture. In addition, from a global monitoring/Earth management perspective, HDTV streaming to a Web, multi-platform arena will revolutionize the ability of multiple eyes to be monitoring the planet or monitoring dynamic events (for example, storms and spills) in real-time (versus satellites or shuttle/ISS still cameras which take time to down-link, catalogue and be analyzed).

Education is a key aspect of this agreement. NASA and Dreamtime will collaborate on the development of educational products and documentary programming with the objective of increasing public awareness of the ISS and other NASA programs. Dreamtime will produce two documentaries per year related to the ISS and other NASA subjects and will air over major broadcast outlets. The first production is due within 18 months. In addition, Dreamtime has the rights to produce educational programming for broadcast over NASA TV. Dreamtime will work closely with the Educational Affairs Division to ensure NASA's educational objectives are met. Educational content planned in the documentaries will be linked to educational modules in the portal.

The 1998 Commercial Space Act paved the way for the agreement between NASA

and entertainment. The imagery area was recommended due to its potential for early commercial revenue generation and for increasing overall awareness of the commercial potential of the station.

NASA commissioned a number of studies as part of its effort to commercialize. These studies concluded that NASA's name recognition is unparalleled throughout the world and that the agency's content—imagery, sounds, and documents—is something people would want.

"Part of what makes the content and the name valuable is that they are untainted," said Cremins. "Because they are untainted, the studies noted that they should be retained. But the studies also indicated that if we could identify areas where we could leverage and gain value for our programs and gain technology from the outside, it would make a lot of sense to partner.

"So that's the approach we took with this agreement. We haven't sold the name NASA. Maintaining the integrity of NASA will not be sacrificed, and our partner understands the value of keeping NASA's positive image intact. We were very sensitive to keeping the heart and soul of NASA intact, but, at the same time,

Guiding Principles of the NASA/Dreamtime Agreement:

- Work together to promote NASA's mission and space activities to a broader audience.
- Apply proven multi-platform information systems and techniques to NASA.
- Integrate commercially provided enhanced capability into flight and ground systems.
- Promote commercial use of space through nontraditional partnership, which aligns a diverse complement of industry sectors in a growing and evolving enterprise.

Space and exploration studies at the University of Houston-Clear Lake

Working in the aerospace industry, you know you're part of exploration history. Think how much satisfaction it would give you to know the history you're a part of.

Does exploration send your imagination soaring? Space exploration, of course, but also the voyages of Odysseus, Marco Polo, Columbus, Lewis and Clark, Darwin, Cook, and Amundsen.

This fall, the University of Houston-Clear Lake is launching a concentration in Space and Exploration Studies as part of its M.A. in Humanities degree. Courses emphasize the historical, philosophical, and global meaning of the space

pioneers' achievement. Application requirement for this program is a bachelor's degree in any field from an accredited institution. Classes are scheduled primarily in the evening to meet the needs of adult students, and all classes will be given at the University of Houston-Clear Lake campus.

Through study of the history, politics, and literature of exploration, this concentration's courses examine the relationship of space exploration to exploration throughout the ages. Concentration courses also investigate humanity's future in space and stress the intercultural understanding needed for international

cooperation in space exploration. Courses in cultural diversity and writing for today's workplace are also available in this degree. As a final project, you may choose to write an oral history of a space traveler's experiences or a historical study of an as yet unchronicled NASA project.

The first course in the concentration, "The History of Exploration" from pre-history to the 21st Century, will be offered Monday evenings. Taught by University of Houston-Clear Lake Professor Keith Parsons, it will include topics such as Lewis and Clark; the discovery of the Americas; and the peopling

of the Earth: the Arctic to Patagonia to Australia. Course books will include Boorstin's *The Discoverers*, Ambrose's *Undaunted Courage*, and McCurdy's *Space and the American Imagination*.

Evening courses in "Writing for the Workplace" and "Cultural Diversity" will also be available fall 2000 and can be included in the M.A. degree.

For information about concentration requirements and enrollment, contact Dr. Gretchen Mieszkowski, director of Humanities, mieszkowski@cl.uh.edu, (281) 283-3312; or Ann Hinojosa, advising coordinator, hinojosa@cl.uh.edu, (281) 283-3333. ■