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media release

TVO TAKES UP RESIDENCE IN WATERLOO FOR QUANTUM TO COSMOS FESTIVAL

Ten-day event marks largest out-of-studio undertaking in TVO's history

Toronto, October 7, 2009 – For the second time this year, Waterloo will play host to TVO when Ontario's public broadcaster brings a large contingent of its production unit to Perimeter Institute for *Quantum to Cosmos: Ideas for the Future* Festival (Q2C). TVO was in Waterloo for two days last March when its flagship current affairs show *The Agenda with Steve Paikin* put a spotlight on the region's innovation economy as part of the five-city *On the Road* tour. As the presenting media partner for Q2C, TVO will cover the 10-day Festival from top to bottom using the experience gained from the successful *On the Road* tour for what is shaping up to be the largest out-of-studio production in TVO's history.

"We're delighted to be partnering with Perimeter Institute on Quantum to Cosmos," said Lisa de Wilde, TVO's chief executive officer. "It's a perfect fit, as we share the Festival's aims of making the latest scientific and technological discoveries accessible and understandable for everyone. It's also a wonderful opportunity for TVO to bring its digital media resources and expertise to Waterloo to help inspire people of all ages, and give them much to think about."

TVO trucks roll into town in early October bringing with them 500 cables totaling 5 km, five high-definition cameras, a complete portable TV control room Airpack, 45 studio lights producing 4,000 watts of power, two video kiosks, and one portable Avid editing kit. Making it all possible is a talented team of camera operators, switchers, audio technicians, lighting technicians, chyron operators, media technicians, makeup artists, producers, three hosts and many more support personnel.

"You can add countless sleepless nights and crossed fingers to the list," says Mark Ford, TVO's technical producer. "This is the single biggest undertaking we've ever done. It's the single largest production of content that we've done in one shot."

By the end of the Festival, TVO will have captured over 40 hours of content for broadcast as well as for live streaming at q2cfestival.com and tvo.org. Highlights of TVO programs produced at Q2C include:

- five nights of *The Agenda with Steve Paikin* live from the atrium of Perimeter Institute October 19 to 23 at 8 pm
- a special *Your Voice* program on technology and child development with host Cheryl Jackson available at tvoparents.com
- on-site reports delivered by TVOKids host Mark Sykes connecting kids to the big brains of science and encouraging them and their families to get excited about science
- 30 of Q2C's public lectures recorded by TVO's lecture series *Big Ideas* to air later this season on TVO
- web-exclusive video interviews with scientists sharing their vision of the future

Attendees at Q2C will also have an opportunity to ask a scientist a question or share their experience of the Festival at one of two TVO video kiosks, then see their question answered or their comment at tvo.org.

About the Quantum to Cosmos Festival

Perimeter Institute celebrates its 10th anniversary and contributes to Canada's National Science and Technology week this October. From October 15 to 25, [Quantum to Cosmos: Ideas for the Future](#) (Q2C) will take a global audience from the strange world of subatomic particles to the outer frontiers of the universe. Q2C will transcend traditional festivals by streaming events live and on demand, offering additional multimedia content online, and providing special opportunities for students and teachers. The Q2C Festival is produced for Perimeter Institute by Title Entertainment Inc. For more information please visit q2cfestival.com.

About TVO

[TVO](#), Ontario's public educational media organization, is the presenting media partner for the Q2C Festival. TVO is a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. For more information, visit tvo.org.

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353.

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