



The 1997 MIMC Award winners show off their plaques at the close of ceremonies last week at the Hynes Convention Center in Boston. Nearly 800 members and friends attended the event.

Pick of the Week



www.mos.org/

The Net is a great medium for some institutions, such as the Museum of Science. Its website is able to bring its Leonardo da Vinci exhibit to those who cannot make it to the museum. The pages here reflect the exhibit, offering sections on Renaissance Man, Explaining Leonardo and Multimedia Zone. It also has an extensive section for teachers and educators. The site includes other information, such as the schedule for the Omni Film Series and special news from the Mars landing. This recently won three awards from the Massachusetts Interactive Media Council — and for good reason.

WGBH, Museum of Science, MIMC emerge as winners

By DYKE HENDRICKSON
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Big winners in the Massachusetts Interactive Media Council awards were WGBH and the Museum of Science, but MIMC itself triumphed in its second annual awards dinner last week.

Close to 800 members and guests attended the sold-out event (at \$65 per member ticket), and organization officials hailed it the premiere awards event in the industry.

"This is the largest interactive organization in the country," said emcee Larry Weber, who is head of the Weber Group and chairman of the MIMC board. "So I guess you could say this is the largest banquet of its kind in the world."

The MIMC awards are given to individuals and companies who provide work and services on Internet websites. Officials said they received hundreds of entries. There were 27 awards given.

Taking several was WGBH.

In the Entertainment and Edutainment category, the public TV consortium was honored in the following categories: Children's/Young Adult Online Site, "Nova Online," by WGBH/Nova; General Entertainment/Edutainment Online Site or Title, "Nova Online: Alive on Everest" by WGBH/Nova; and Information/Reference Title, "This Old House: Kitchens," by Ledge Multimedia for WGBH.

Also winning in multiple categories was the Museum of Science, which this year promoted its extensive exhibit on Leonardo da Vinci. It was honored in the following areas: K-12 Education Online Site, (by the Museum of Science); Advertising/Promotion Online Site, (by the Museum of Science); and Non-Profit/Public Service Online Site (by USWeb Utopia for the Museum of Science).

The triumph of large, established institutions did not discourage the hundreds of Web impresarios who are affiliated with smaller companies.

"They were great sites, and they had terrific material to work with," said V.C. Shiva, president of Millennium Productions. "Look at all the creative things you can do with material relating to da Vinci."

Indeed, many smaller companies did walk away with honors, though not in such multiples.

In the awards recognizing Software, several promising local companies were recognized. Honored for best Online Development Tools was VirtuFlex Software, which produces Virtuflex 2.0. The award for e-mail/fax applications went to EchoMail by Millennium Cybernetics.

The award for Agents went to Firefly Network, and the honor for Electronic Commerce Development Tools was taken by Viaweb Store produced by Viaweb of Cambridge. The award for Groupware/Collaborative Tools went to Ballou Internet Services, which produces NetSelect Time, Expense and Contact Manager.

The show, which lasted about two hours, did not permit acceptance speech-

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