

*Max Dean - Clip 2*

## The appeal of new technologies?

The appeal of new technologies is one, it's digital right? Digital is all about yes and no, one and two or zero and one rather. It's always...what's appealing about it in terms of, because I've built so many machines, analogue machines, mechanical things, that is digital, it is very appealing because it really is very durable, very rugged as they say in the software industry. It's very rugged once you get it resolved. I mean you've got to get the whole situation up and running, it's got to be a hundred percent right or it doesn't run and once it's running it will basically take care of itself, so there's an interest in the reliability of new media. The possibilities that are now available are just so incredible, a little difficult to get to at times, but the possibilities that exist now, like the web and all these other possibilities that we have I mean it's just a really appealing area.

