

BUSINESS BC

FRIDAY, SEPTEMBER 9 | 2011 | EDITOR FIONA ANDERSON 604.605.2520 | SUNBUSINESS@VANCOUVERSUN.COM

S & P/TSX 12,683.96 36.61	Dow Jones 11,295.81 119.05	S & P 500 1,185.90 12.72	Nikkei 8,793.12 29.71	Dollar 1.0121 0.26	Gold 1,857.50 39.90	Oil 89.05 0.29	Natural Gas 3.98 0.04
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BRIEFINGS

New home price unchanged in July

The price of a new home in Metro Vancouver saw no change in July from June, Statistics Canada reported Thursday. The New Housing Price Index showed Metro Vancouver was one of six metropolitan regions among the 21 cities the statistical agency tracks where new-home prices stalled out in July. Nationally, new home prices in Canada edged up 0.1 per cent in July, below analyst estimates for a 0.3-per-cent month-over-month gain.

Postmedia News

NUMBERS

\$753 million

Canada's trade deficit in July, down from \$1.4 billion in June, Statistics Canada reported Thursday, a sign that a second-half recovery may lie ahead.

Financial Post

TOP STOCK

Eastern Platinum

The most active B.C. company on the TSX on Thursday closed unchanged at 72 cents.

NOTEWORTHY

Recession still possible: OECD

Another recession in wealthy countries cannot be ruled out, the OECD warned Thursday. The Organization for Economic Co-operation and Development stressed the high level of uncertainty mainly because of the effect of debt problems in the United States and particularly in Europe, where the crisis "could intensify again."

Postmedia News.

Read more at vancouversun.com/business



Matthew Carter, president of Great Northern Way campus, with graduates (from left) Luke Johnson, Josh Klo and Fouad Hafiz at the site of the new Centre for Digital Media.

CENTRE FOR DIGITAL MEDIA | 'Digital dormitory' to transform False Creek neighbourhood

Facility to bring high-tech industry, academia under one roof, and provide living space

BY GILLIAN SHAW
VANCOUVER SUN

Right now, it's just a dirt-covered construction site, but soon the Centre for Digital Media's new home will rise on this section Vancouver's False Creek flats, with the city's downtown skyline as a backdrop and vacant bramble-covered fields for neighbours.

And today's sod-turning marks not only the launch of construction for the new building that will house the Masters of Digital Media Program, it's the catalyst in a promised transformation of the 18-acre former site of Finning International into a neighbourhood that will bring together academia with high-tech and new-media companies in a community where people will live, work and go to school.

"The four institutions or shareholders, as they are referred to, are very aligned and supportive of what's going on in the site," said Morgan

Sturdy, chairman of the Great Northern Way Campus, which is owned and operated by the four academic partners behind the Centre for Digital Media: the University of B.C., Simon Fraser University, Emily Carr University of Art + Design and the B.C. Institute of Technology.

"I think over the next many years the site is going to dramatically change," Sturdy said. "This is the first new building on the site."

Perhaps reflecting the vision for the future, the new centre will have 15,000 square feet of meeting, teaching and studio space on its main floor, with 76 studio apartments above it to provide students with a place to live — or what GNWC president Matthew Carter dubs a "digital dormitory."

It will be in the forefront of green technology, with a green roof, solar panels and geothermal heating, and recycled materials used in much of its construction.

The CDM, which has seen 81

people graduate since its launch in 2007, with that number due to climb to 125 with next April's graduation, draws students from around the world.

CDM director Richard Smith talked of meeting Thursday with new students. "What was really powerful for me was how many people spoke [of] it as their dream to be here," he said.

Potential employers are similarly interested in what is happening at the school.

"Two big animation companies in China wanted to come to the school, they wanted to see the students," said Smith. "We talked to them about what they wanted in graduates and they described our students. It was very gratifying."

"They have access to lots of technically trained people but they want leaders."

Leadership and creativity are hallmarks of the program. Smith said students gain a repertoire of skills rather than a single specialization.

Fouad Hafiz, Josh Klo and

Luke Johnson, co-founders of Catstatic Interactive, graduated from the masters program at the centre in 2010.

A project at the school kicked off their successful startup and led to the creation of a 3-D interactive display that provides a virtual tour of the new digital media centre.

Based on gaming technology, their projects have also included other designs, such as one for Royal Roads University, the Bateman Centre Visualization Project and "advergames," which are games that combine digital play with a brand message.

Catstatic's 3D visualization of the new Centre for Digital Media can be found at <http://tinyurl.com/3kregch>.

The centre will be a draw for students not just from B.C., but from the rest of the world, said Naomi Yamamoto, B.C. Minister of Advanced Education.

"B.C., and particularly Vancouver, leads Canada in providing this type of education in digital new media," she said.

The current project had its beginnings back in 2002 when Finning donated the land. In 2007, the four academic institutions that are partners in a trust to oversee the initiative welcomed the first 20 students in the masters program, which was housed in one of the old Finning buildings.

The Ministry of Advanced Education provided \$40 million for the educational initiative and the new centre is being built with \$13 million of that funding.

"We're really excited about it," Carter said. "We have a firm deadline to get the building ready for next August."

"The new students that arrive for September 2012 will move into the project for classes [and] project work and 76 of them will live there."

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SEE VIDEO WITH THIS STORY AT VANCOUVERSUN.COM/BUSINESS

ONLINE

City of industry

Mine Derrick Penner's blog for what's happening in forestry, fishing, mining and more at vancouversun.com/resources

INSIDE | E3

Your Money

University students are facing higher debt than ever before. We look at how some students keep their heads above water.



SATURDAY

Immigration

Senior tech-sector entrepreneurs and investors are urging government to make amendments to immigration laws to allow young techies to move to Canada and start a business.



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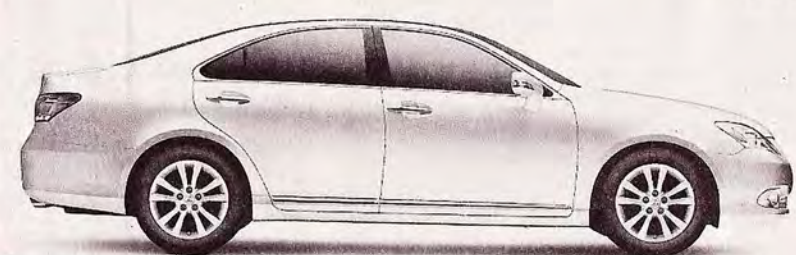
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LOWER MAINLAND LEXUS DEALERS | lexus.ca

Lexus ES received the lowest number of problems per 100 vehicles among entry premium cars in the proprietary J.D. Power and Associates 2011 Initial Quality Study. Study based on responses from 73,790 new-vehicle owners, measuring 234 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2011. Your experiences may vary. Toyota Motor Corporation, Kyushu 2, Japan (TMK), which produces the Lexus ES, IS and RX, received the platinum plant quality award in a tie in the proprietary J.D. Power and Associates 2011 Initial Quality Study. For details around the world that produce vehicles for the U.S. market. Study based on responses from 73,790 new-vehicle owners, measuring 121 vehicle manufacturing plants and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2011. Your experiences may vary. 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