

# Google Chrome scores at SXSW Interactive awards

March 16 2011, by Glenn Chapman

---



A woman works on her computer as on the wall behind is seen the logo of Google in Germany 2005. A music and imagery website that shows off capabilities of Google's Chrome Web browser won top honors at a South By Southwest Interactive (SXSW) festival known for its technology trendsetters.

A music and imagery website that shows off capabilities of Google's Chrome Web browser won top honors at a South By Southwest Interactive (SXSW) festival known for its technology trendsetters.

The Wilderness Downtown was declared Best of Show at an awards ceremony late Tuesday that capped the Internet-oriented portion of the festival.

"This was a labor of love for a lot of people," said Radical Media music video director Chris Milk, who has worked with artists such as U2,

Green Day, Courtney Love and Arcade Fire. "It would not have been possible without [Google](#)."

TheWildernessDowntown.com combines rich and smooth image streaming capabilities of HTML5 [video coding](#) technology in Chrome with music by Grammy-winning Arcade Fire to create an "interactive film."

"The Wilderness Downtown is meant to be a new type of video," Google's Thomas Gayno told AFP after the award ceremony.

"For Google it is very compelling because it allows us to push the browser to its limits and move the Web forward."

Visitors to the website enter addresses where they lived while growing up to be taken on nostalgic trips by weaving [Google Maps](#) and [Street View](#) images with the song "We Used to Wait."

"It takes you on a wonderful journey all synchronized with music," Gayno said. "It is like choreography of browser windows."

US Internet coupon deals website Groupon was voted winner of a People's Choice award in keeping with a trend of SXSW goers using smartphones to connect with friends, deals, and happenings in the real world.

Founded in 2008, Chicago-based Groupon offers discounts to its members on retail goods and services, offering one localized deal a day.

A group text messaging service aptly named GroupMe was crowned the "Breakout Digital Trend" at SXSW.

Startups that let friends join in group text message conversations were

hot properties with SXSW goes eager to swap discoveries, news, opinions and party venues with circles of friends.

In the weeks before SXSW kicked off, GroupMe added location and picture sharing and made it possible for users to send conversation invitations to friends at social networking hotspots Facebook and Twitter.

Longtime language teaching firm Rosetta Stone was declared best education resource for its Version 4 Totale system, while satirical publication The Onion won a "classic" category devoted to projects launched before January 2010.

California startup ifixit.com, born of one man's frustration at not being able to repair his own computer, was awarded top honors in a community category.

"iFixit works because we actually teach people how to repair things with easy step-by-step instructions and pictures," startup founder Kyle Wiens told AFP after claiming his award.

"There are a lot of issues with electronics dying and people not being able to deal with it," he continued. "We are empowering real consumers to fix things, and save money at the same time."

Wiens writes online repair manuals, with members of the online community contributing to the website's digital library.

"We see a tremendous amount of new manuals come in all the time with people teaching everything from how to fix old Volvos to blenders," Wiens said.

(c) 2011 AFP

Citation: Google Chrome scores at SXSW Interactive awards (2011, March 16) retrieved 27 April 2024 from <https://phys.org/news/2011-03-google-chrome-scores-sxsw-interactive.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.