



September 28, 2006

## **VANCOUVER INTERNATIONAL FILM FESTIVAL GOES MOBILE**

The Vancouver International Film Festival (VIFF) marks its 25<sup>th</sup> anniversary with an ingenious use of new media to launch **MOBILE VIFF**; an experimental mobile interactive tool designed to give film audiences access to Festival information through their hand-held devices.

Today, with the launch of the festival, film-goers will get instant access to information whenever and wherever possible. Taking a bold leap into the new realm of wireless communication, VIFF, in partnership with Seam Mobile Technologies and MobileMuse.ca, will provide the first trial for Vancouver film lovers to interact with the Festival wherever they are.

In a nutshell, VIFF will be able to deliver Festival program guide content, background material, timely schedule announcements, and interactive opportunities via mobile devices. It will allow Festival-goers to make spontaneous but informed decisions on films to attend, vote on their favourite film, and connect to other festival attendees in mobile space.

Funding for this project was provided by The MobileMuse.ca Network, which is a project of the New Media BC industry association and is an innovation engine for an emerging mobile media industry in British Columbia.

### **We Invite You to Try Three Ways to Connect**

Getting involved with MOBILE VIFF is fast and easy. Users can connect in the following ways:

- Go to: [www.viff.org/mobile](http://www.viff.org/mobile) for more information and to register
- Go to: [wap.viff.org](http://wap.viff.org) on any web-compatible mobile phone
- Call: 1-877-303-FILM (3456) for the new automated voice system

The VIFF has been praised internationally as a “celebration of world cinema fostered to bring moviemakers and their wares into contact with large, attentive and enthusiastic audiences.” Through the services of **MOBILE VIFF**, Festival organizers hope to find new ways of connecting the public with the power of film.

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## **VIFF MOBILE BACKGROUND INFORMATION**

### **The Partners**

#### **Seam Mobile Technologies**

Seam Mobile Technologies is a joint venture between ACM Media and synercom/edi for the purposes of developing film festival mobile applications such as **MOBILE VIFF**. Working closely with the VIFF and MobileMuse.ca, Seam Mobile is excited by the prospect of this first trial application. Please see below for more information on the partners.

#### **ACM Media**

ACM Media is a multi-discipline content and development company that combines the best practices of traditional media with the reach and excitement of new media. The company was formed in 1989 to create advertising, entertainment and business communications products in print, television, DVD and the Web. The team has grown to include experts in a variety of fields bringing decades of experience to the creation of multimedia and web applications. With over 17 years experience, the firm provides solutions to some of the largest and most "blue chip" companies in Vancouver, across Canada and in the U.S. ACM Media has for several years performed pro-bono and in-kind work for the project's cultural partner, the Vancouver International Film Festival.

#### **synercom/edi**

Founded in 1988 as a software development firm specializing in electronic data-interchange solutions, synercom/edi has grown to become a respected developer of on-line and back-office applications software, and has been for several years the leading supplier of box-office management and ticketing systems to festivals in North America (the widely-used tix/SYS system). It also specializes in on-line dynamic content management and delivery applications, and provides high-performance web hosting to hundreds of firms including dozens of festivals. Though new to the area of mobile applications development, the company's demonstrated expertise in XML and telephony applications (including IVR) position them well to develop the core software of the proposed applications central to this project. The company has been working with the project's cultural partner - the Vancouver International Film Festival - since 1992 in both a paid and pro-bono capacity.

#### **The Vancouver International Film Festival (VIFF)**

Canada's second-largest film festival, (4th or 5th largest in North America) The Vancouver International Film Festival will be celebrating its 25th Anniversary in 2006. In 2005, more than 150,000 people attended some 500 screenings of over 300 films from more than 50 countries. A truly international festival, the VIFF brings filmmakers and filmgoers from all over the world to Vancouver for the two-week event. The VIFF has been using synercom/edi's services and it's flagship product, the tix/SYS Box Office Management and Ticketing System since 1992.

#### **Mobile Muse**

The MobileMuse.ca Network is an innovation engine for an emerging mobile media industry in British Columbia. Working closely with industry associations, corporations, governments and academic institutions, MobileMuse.ca is pioneering the social, cultural and economic opportunities that will be available as rich media become part of our mobile environments. Functioning as an applied R&D network, MobileMuse.ca fosters world-leading applications of rich media, mobile and context-aware technologies. MobileMuse.ca incubates these applications as ventures that demonstrate new forms of social interaction, cultural engagement and community development. The Network is building capacity and community within the vibrant new media and wireless sectors in British Columbia, and is leveraging the timeline and anticipation of the 2010 Winter Olympics in Vancouver. MobileMuse.ca is headquartered with the New Media BC industry association in Vancouver - for further information please visit <http://www.mobilemuse.ca> or contact MobileMuse.ca Executive Director David Vogt at 604-230-4154 and [david@mobilemuse.ca](mailto:david@mobilemuse.ca).