









## : MOBILE VIFF:



-  : REGISTER: **[www.viff.org/mobile](http://www.viff.org/mobile)**  
Register your mobile device, learn more, participate and give feedback
-  : CALL : **1-877-303-FILM (3456)**  
For the new interactive voice system with a complete program guide
-  : SURF : **[wap.viff.org](http://wap.viff.org)**  
On your web-compatible mobile device for program info and more
-  : MESSAGE : **<PCODE> to 687322**  
Text the 5-letter program code for film information and schedules
-  : IPOD : **[www.viff.org/ipod](http://www.viff.org/ipod)**  
Download the film guide to your iPod
-  : VOTE : After seeing a film, vote for it immediately on your phone
-  : SHARE : Invite your friends or your community to join you at the film
-  : WATCH : Exclusive video content with trailers, director interviews and more

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...to learn more

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:ABOUT: 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. The goal is to make all Festival program content available for access via a wide range of mobile devices: cell phones, Blackberries, PDAs and iPods. To that end, we invite the Vancouver film-going public to take part in this test and give us their feedback. As we progress into subsequent years, we see mobile technology as an increasingly powerful part of the VIFF experience.



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