

Get your festival schedule on the go

VIFF introduces movie listings for your mobile phone, Blackberry or iPod



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Program information about the Vancouver International Film Festival is now just a phone call away.

Anyone with a hand-held device such as a cellphone, BlackBerry, or iPod can now receive instant voice or text access to the festival's program guide through a new media service called Mobile VIFF. The new digital service means you can also find out about schedule changes and even vote for your favorite films.

But you can't yet buy tickets through your cellphone while standing in front of the theatre. That's promised for next year.

Keith Lay, partner in Seam Mobile Technologies, said Mobile VIFF is ideal for the spontaneous festival fan — someone out after dinner without a program guide who decides on the spur of the moment to go to a VIFF film that night.

"When you're out, you want to know what's going to be playing in the next hour. Mobile VIFF can tell you."

To start, you can register your mobile device at www.viff.org/mobile and find out more about the service. Lay said you don't have to register to use Mobile VIFF but if you don't register you won't be eligible for prizes when you vote for your favorite film.

If you don't want to read text-based information, you can call 1-877-303-3456 (FILM) and use the interactive voice system and listen to the program guide.

You can surf from your hand-held at wap.viff.org and download the film guide to your iPod from www.viff.org/ipod.

You can also get the screening schedule for a film by text messaging the five-character program code to 687322.

Lay said there is no charge to use Mobile VIFF. But he warned that people should check their plans beforehand to see how much data you can download so that you don't get a surprise on your next phone bill.

Mobile VIFF is an experimental interactive service provided in partnership with Seam and MobileMuse.ca.

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