



OCT 30–NOV 7 2009

## **NEWS RELEASE**

### **AFI FEST 2009 PRESENTED BY AUDI PRESENTS THIRD AFI DIGIFEST SHOWCASE NOVEMBER 4 AND 5**

**Two-Day Event Highlights the Future of Storytelling  
Across a Wide Array of Screens**

**INCLUDED ARE MUST-SEE PROTOTYPES DEVELOPED FOR  
DavidLynch.com  
The Leonardo DeCaprio Foundation  
DISTRICT 9**

**PRESENTATIONS INCLUDE  
Behind-the-scenes look at big screen special effects  
Surveillance camera filmmaking  
Crowd-sourced animation**

**FREE TICKETS AVAILABLE TO THE PUBLIC**

LOS ANGELES (October 20, 2009) – AFI FEST 2009 presented by Audi today announced that AFI DigiFest will take place at the Mann Chinese 1 Theatre in Hollywood on November 4 and 5.

Now in its third year, AFI DigiFest provides a unique, behind-the-scenes look at how storytelling is adapting to an ever-widening array of new screens and platforms. The event is open to the public and admission is free.

“This has been a banner year for new media innovation,” says AFI Digital Content Lab Director Suzanne Stefanac. “We’re seeing forward-thinking writers, directors and producers learn to tell stories across a spectrum of screens, engaging new audiences and inventing new markets along the way. AFI DigiFest is our opportunity to shine a light on the inspiring works created during the past year.”

Projects premiering at AFI DigiFest 2009 on November 4 were incubated in the AFI Digital Content Lab in coordination with MTV, NBC, Method Design, D20, EQAL, Digital Domain, Avatar Labs, TwinArt and many others. Together, the teams:

- created an engaging social network and viral marketing plan for the web series INTERVIEW PROJECT PRESENTED BY DAVIDLYNCH.COM;
- proposed an online strategy for engaging youth in a series of relevant environmental action challenges for the Leonardo DiCaprio Foundation;
- developed a mobile application that provides an interactive past-to-future timeline for an ITVS cross-platform micro-series;
- conceived an interactive mentoring environment for One Economy that encourages students from low-income families to learn more about science as a career; and
- presented MOBILE STORY MAKER, a hands-on session with filmmaker L.M. Kit Carson (PARIS, TEXAS; BOTTLE ROCKET), who shot the micro-series AFRICA DIARY using a Nokia mobile phone as his camera. The series is scheduled to air on the Sundance Channel.

On November 5, the AFI Digital Content Lab has invited the creators of cutting-edge recently released or soon-to-be-released digital media productions to present their projects. The productions featured this year include:

- DISTRICT 9, a behind-the-scenes look at games and an augmented reality application created by production house Trigger;
- LIVE MUSIC, 3D animation pieced together from contributions by thousands of animators from around the world, masterminded by Mass Animation's Yair Landau, former vice-chair of Sony Pictures;
- URBAN WOLF, a surveillance camera-based micro-series drama by Parisian director Laurent Touil Tartour;
- MANOBI, a mobile phone application that has helped raise the standard of living for Senegalese farmers and fishermen;
- FIRST THINGS LAST, a visual storytelling application for the iPhone created by

ScrollMotion;

- ESCAPE FROM CITY 17, a meld of machinima and live action created by the Purchase Brothers for less than \$500;
- NAKED SKY, a look at augmented reality.

A reception at the historic Roosevelt Hotel Ballroom will follow both day-long programs. On November 4, the reception will be followed by poolside screenings of several digital micro-series. On November 5, the reception will celebrate the market launch of Planet Illogica, an AFI Digital Content Lab 2008 project.

To register for AFI DigiFest 2009, visit [afi.com](http://afi.com) or call 1.866.AFI.FEST.

This year's AFI FEST presented by Audi is offering free tickets to all Festival screenings. Free tickets are available online at [AFI.com/AFIFEST](http://AFI.com/AFIFEST) or by phone at 866-AFI-FEST, at the Mann Chinese 6 Theatre (6925 Hollywood Blvd.) in the Hollywood and Highland Center beginning October 26, and on the day of scheduled screenings via Rush Lines. Early entry to all screenings can be secured by becoming a patron of the Festival and purchasing an AFI FEST Patron Pass. For more details, visit [AFI.com](http://AFI.com).

#### **About AFI Digital Content Lab**

The AFI Digital Content Lab is a research and development hub at the intersection of art and technology. The AFI Lab brings together media content and cutting edge technology companies to design future applications for the digital world.

#### **About AFI FEST**

AFI is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. Celebrating its 23rd year as a program of the American Film Institute, AFI FEST 2009 presented by Audi will take place October 30-November 7. Kicking off the awards season each year, AFI FEST offers a crucial avenue of exposure to the entertainment community, while providing appreciative audiences with a festive atmosphere and the very best of world film, right in the center of the film capital of the world.

The American Film Market (AFM), November 4-11, 2009, is the market partner of AFI FEST. Together, AFI FEST and AFM provide the only concurrent festival/market event in North America. AFI FEST is the only FIAPF-accredited film festival in the United States. The Academy of Motion Picture Arts and Sciences recognizes AFI FEST as a qualifying festival for the Short Films category for the annual Academy Awards®.

Additional information about AFI FEST is available at [AFI.com](http://AFI.com).

AFI PROJECT: 20/20 is an American Film Institute international initiative designed to enhance cultural exchange, understanding and collaboration through filmmakers and their films from the US and abroad. It is an unprecedented cultural diplomacy effort that is the only international filmmaker exchange supported by all of America's cultural agencies—National Endowment for

the Arts (NEA), National Endowment for the Humanities (NEH), Institute of Museum and Library Services (IMLS)—and the President’s Committee on the Arts and the Humanities.

AFI FEST 2009 presented by Audi is sponsored in part by American Airlines; Absolut Vodka; Little Black Dress Wines; Stella Artois; Hollywood Roosevelt Hotel; Mann Theatres; RR Donnelly; the Los Angeles Times; American Film Market (AFM); the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission; the Department of Cultural Affairs; and the Los Angeles Community Redevelopment Agency. AFI FEST is made possible in part by a grant from the Academy Foundation of the Academy of Motion Picture Arts and Sciences and is proud to continue its collaborative partnership with the Skirball Cultural Center. Entertainment Weekly is the Presenting Media Sponsor.

### **About the AFM**

During AFM, the business of independent motion picture production and distribution—a truly collaborative process—reaches its peak every year, when more than 8,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, seminars, red carpet premieres, networking and parties. Participants come from over 70 countries and include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world’s press and all those who provide services to the motion picture industry.

Founded in 1981, the AFM has become the premier global marketplace where Hollywood’s decision makers and trendsetters all gather under one roof. Unlike a film festival, the AFM is a marketplace where production and distribution deals are closed. In just eight days, more than \$800 million in deals will be sealed — on both completed films and those that haven’t started shooting yet — making AFM the must-attend industry event.

The AFM is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world’s producers and distributors of independent motion pictures and television programs. More information can be found at <http://www.ifta-online.org/afm> <<http://www.ifta-online.org/afm>>.

### **About Audi of America, Inc.**

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi lineup is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful brands globally. Last year AUDI AG recorded its 12th consecutive record year for sales and profit growth. Visit [audiusa.com](http://audiusa.com) or [audiusanews.com](http://audiusanews.com) for more information regarding Audi vehicle and business issues.

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