

## MEDIA RELEASE

Media enquiries Victoria Buchan, The Lantern Group  
Tel +61 2 9383 4033 | Mobile 0408 114 864 | victoria@lanterngroup.com.au

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

### Screen Australia and X|Media|Lab showcase the digital innovators behind *Avatar* and *Lost*

**Tuesday 6 July 2010:** Screen Australia today announced a key digital event for all screen professional's diaries: X|Media|Lab: Film X-tended presented in association with the Melbourne International Film Festival's (MIFF) 37°South Market.

X|Media|Lab: Film X-tended explores what digital can bring to a feature film, with a focus on 'transmedia': the use of digital platforms to extend narrative and build interactive content around a linear property. The event features the cross-media producers from the biggest grossing film in the history of cinema, *Avatar* and the digital pioneer behind *Lost*. Apps, online extensions and Alternate Reality Games will be explored as ways of extending the narrative and reach of the film. The event will also focus on dynamic social media strategies giving audiences the opportunity to connect and participate with characters, filmmakers and each other.

"Digital technology offers filmmakers enormous opportunities across creative, marketing and business," said **Martha Coleman**, Screen Australia's Head of Development. "With this event Australian film and television practitioners will have the opportunity to learn from and work with the world's leading transmedia pioneers. If you have a film idea in development – be it documentary, animation, sci-fi, horror, rom-com or drama – X|Media|Lab: Film X-tended is an event not to be missed!"

"We inhabit a cross-cultural world of immersive entertainment and participatory communities – XML: Film X-tended bridges the current disconnect between the Australian film industries and interactive media industries and will assist to develop original and monetisable IP properties across disciplines, platforms and borders," said **Megan Elliott**, Director of X|Media|Lab.

"MIFF 37°South Market exists to enable screen practitioners to further their business contacts and project financing outcomes, so partnering with Screen Australia for XML: Film X-tended is a perfect fit," said MIFF 37°South Manager **Mark Woods**.

Film, screen and digital media professionals are invited to attend XML: Film X-tended Pro Day Conference on 28 July at the Australian Centre for the Moving Image.

Practitioners are also able to apply for the Lab on 29 July held at the Forum Theatre. During the Lab, participants will work one-on-one with the international mentors and gain high-level elite personal consultation.

International speakers/mentors include:

- **Nathan Mayfield:** One of the world's leading transmedia producers: *Lost*, *Spooks Interactive*, *Day X Exists*
- **Jeff Gomez:** CEO of Starlight Runner Entertainment, who was behind transmedia strategies for *Avatar*, *Pirates of the Caribbean*, *Transformers* and more
- **Gavin McGarry:** President of Jumpwire Media, former Head of Cross Platform for Endemol and creator of some of the first cross-media TV content with NBC and Discovery
- **Dibakar Banerjee:** Writer/director of India's first digital feature *LSD: Love Sex Aur Dhokha*.
- **Suzanne Stefanac:** Media and technology strategist, former Director, American Film Institute's Digital Content Lab

Find out more information and register for one of the limited conference places or apply to attend the Lab at [www.xmedialab.com](http://www.xmedialab.com)

Media enquiries: The PR Group  
Caroline Shawyer [caroline@prgroup.com.au](mailto:caroline@prgroup.com.au) 0401 496 334  
Melissa Shawyer [melissa@prgroup.com.au](mailto:melissa@prgroup.com.au) 0412 066 048