

## Mumbai media stars return home to mentor local companies

*Shekhar Kapur, world renowned filmmaker, and Priya Prakash, head of the BBC's interactive media player, headline a stellar line-up of International Mentors at the internationally acclaimed X|Media|Lab, an official part of FICCI-FRAMES. X|Media|Lab seeks 10 great 'digital entertainment' project ideas to be mentored in the Lab*

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**X|Media|Lab**, the internationally acclaimed think-tank and creative workshop for digital media professionals, today announced **X|Media|Lab Mumbai "Digital Entertainment"**, March 26th - 28th, as part of FICCI-FRAMES, India's largest business entertainment event.

15 of the world's digital media powebrokers will join selected local media companies and project teams in a three-day creative think-tank where they will provide mentoring support and advice to assist local 'Digital Entertainment' projects get to market and achieve commercial success.

International media stars converging on Mumbai for X|Media|Lab include:**Shekhar Kapur**, World renowned filmmaker (London)**Priya Prakash**, head of the BBC interactive media player project (London)**Dr Mark Ollila**, Worldwide Head of Strategy and Technology, Games, Multimedia, Nokia (Finland)**Dale Herigstad**, 4-time Emmy Award winner including the first Interactive Emmy Award (Los Angeles)**Marcelino Ford-Livene**, General Manager of Consumer Strategy for Intel's Digital Home Group, and Governor of Interactive Media, Academy of Television Arts and Sciences (Los Angeles)**Matt Costello**, writer of best-selling computer games 'Doom 3' and 'Pirates of the Caribbean' (New York)**Robert Chua**, Asia's leading interactive TV pioneer (Hong Kong)**Isaac Kerlow**, Award winning animation film-maker and board member of both the Media Development Authority and the National Research Foundation (Singapore)**Ferhan Cook**, President of Any Screen Productions, Europe's leading business development and digital content strategy consultants (London)**A.K. Madhavan**, CEO, Crest Animation Studios (Mumbai)**Sidhartha M. Jain**, Head of Animation, Adlabs Films (Mumbai)**Elina M. Koivisto**, Senior Researcher, Nokia Research Labs (Finland)**Tom Kennedy**, Director, Digital Strategy, Legion Interactive, and Australian Film Commissioner (Sydney)**Alexander Gruensteidl**, Director, Digital Wellbeing Labs (London)**Paul Strickland**, representing a US\$300 million investment fund (Beijing)

X|Media|Lab is looking for 10 great projects along the general theme of 'Digital Entertainment' - computer games, animation, IPTV, digital cinema, interactive entertainment and content, mobile applications - to be part of X|Media|Lab Mumbai.

Project teams and companies can submit their project ideas online at: [www.xmedialab.com](http://www.xmedialab.com).

Selected projects will have the opportunity to work one-on-one with the X|Media|Lab Mentors over the intensive three day workshop, as well as be part of FICCI-FRAMES, India's must-attend business entertainment conference. This is a not-to-be-missed opportunity!

Previous Lab projects that have gone on to receive recognition include: Forget the Rules from Jim Shomos won 'Best Mobile Format' at the 2006 MIPCOM Awards. (X|Media|Lab Melbourne 2004)JTV, the Australian Broadcasting Corporation's major youth multi-platform digital cultures initiative, won 'Best Cross Platform Content', at the 2007 AIMIA Awards. (X|Media|Lab Melbourne

2006)A mobile application that enables audiences in China to learn English via their mobile phones was licensed to three of China's major mobile operators with an initial half a million subscribers (X|Media|Lab Singapore June 2005)Space Station Leonis, an education based computer game developed by the National Institute of Education, was rolled out through Singapore's high schools in January 2007 (Singapore November 2005)

'X|Media|Lab is proud to be a partner of India's digital media industries, its incredible energy and limitless imagination. We are genuinely excited to now have an India node in the X|Media|Lab International Network,' said Brendan Harkin, Director X|Media|Lab.

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### **About X|Media|Lab (pronounced 'cross media lab')**

X|Media|Lab is the internationally acclaimed think-tank and creative workshop for digital media professionals across the emerging digital media disciplines in computer games, animation, digital cinema, interactive content and entertainment, and mobile applications. X|Media|Lab brings together the world's leading digital media practitioners, power-brokers, and innovators in a unique creative environment that helps companies and project teams improve their own digital media ideas, get their products to market, and achieve commercial success.

In 2007 X|Media|Lab will be held in Mumbai (March), London (June), Melbourne (August), Singapore (October), and Beijing (December).

X|Media|Lab was created in 2003 and has been held at the Sydney Opera House, the Museum of Contemporary Art, and the Australian Centre for the Moving Image; as part of the Sydney Film Festival, the Melbourne International Film Festival, the Asia Media Festival, the Asia Games Developers Summit, and Broadcast Asia.

**International Partner:** Nokia Multimedia

[www.xmedialab.com](http://www.xmedialab.com)

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You can also visit [www.xmedialab.com](http://www.xmedialab.com) for more information.