

India Digital Media Projects on their way to International Success

X|Media|Lab today announced an incredible line-up of highly original and innovative digital media projects from India, Hong Kong, Singapore and Australia, to be mentored by world renowned filmmaker, Shekhar Kapur; the BBC's Innovation Executive Priya Prakash; writer of best-selling computer games "Doom 3" and "Pirates of the Caribbean", Matt Costello; and multi Emmy Award winner, Dale Herigstad.

Mumbai, Maharashtra, IND, 2007-03-24 06:00:00 (IndiaPRwire.com)

Animated feature films and television series, interactive television platforms, mobile games, digital cinema, social networking sites, and a digital interactive magazine were amongst 13 digital media projects announced today as participants in X|Media|Lab, the internationally acclaimed think-tank and creative workshop for digital media professionals, an official part of FICCI-FRAMES (March 26th - 28th).

'The talent and energy of India's digital media industries is breathtaking. We received far more projects than we could accommodate, choosing just thirteen to be mentored in the Lab was a daunting task', said Brendan Harkin, Founder and Director of X|Media|Lab.

'Each project demonstrates an extraordinary combination of creativity, technical expertise, commercial potential, and passion. We are proud to be introducing the X|Media|Lab International Network to such a stellar range of projects and digital media professionals' he added.

The unique X|Media|Lab process provides world-class professional and project development opportunities, and assists selected projects get to market and achieve commercial success.

'India's digital media industries are thriving and bursting with talent. By partnering with FICCI-FRAMES to present the inaugural India X|Media|Lab we are partnering with the incredible energy, growth and development of India's digital media industries, and providing invaluable opportunities for international business networking.' Harkin said.

The 10 teams from India, and 3 International teams announced today are:

India:

Ghatothkach - Master of Magic

For the past four decades, Shemaroo Entertainment has been at the forefront of the Indian Entertainment Industry, pioneering, evolving and expanding their business to keep pace with the times. Now with Sun Animatics they're producing *Ghatothkach - Master of Magic*, India's first 'Bollywood Musical' style feature length animated film. This asset will be leveraged across media mobiles, and interactive devices. (Mumbai)

www.shemaroo.com

Gini & Jony

An animated feature film based on the characters Gini & Jony, who represent the no. 1 brand in children apparel in India. The project also includes merchandising, gaming, publishing and internet applications. Produced by Adlabs animation division. (Mumbai)

www.adlabsfilms.com

Animation Xpress.com

Internationally acclaimed news, information and community portal, AnimationXpress.com is one of the most well known Indian Animation and VFX brands globally. Animation Xpress has more than 34,000 subscribers from India and around the globe. (Mumbai)

www.animationxpress.com

Mundoo Hunt

Mundoo Hunt is an animated film and multiplayer on-line game about five lean teens of different origins involved in a treasure hunt. In a shot-in-the-dark attempt at cracking a bizarre map they find themselves in a quest for mundoo..... be prepared for a nerve-racking and thrilling adventure. Finalist in NASSCOM's 2007 Pitching Competition. (Mumbai, Singapore)

www.ettamina.com

Spiel Studios

Spiel is a global mobile game development studio with offices in the United States and India. Spiel develops compelling and innovative cutting-edge 3D Mobile games, multiplayer Wireless games and Bluetooth-based games for next-generation handsets. Their game *Ashard's Fightclub* is nominated for a 2007 FICCI-BAF Award. (Mumbai, USA)

www.spiel-s.com

Aryaman - The Shield

A theatrical animated feature starring a multi dimensional superhero firmly rooted in Indian traditions and possessing modern values. This highly original digital asset is being developed as a complete package to be exploited across mobile, internet, and brick & mortar retail platforms. Finalist in NASSCOM's 2007 Animation Super Pitch. (Mumbai)

www.illusion-i.com

Tellychakkar.com

Tellychakkar.com is a TV fan community portal which allows TV viewers to keep in touch with their favourite TV stars and their programmes, discuss what they feel about them, exchange notes, upload pictures, videos, wallpapers, the works. Tellychakkar.com is set to be the ultimate destination of TV fans in India and overseas. (Mumbai)

www.tellychakkar.com

CliQ-Life

CliQ-Life is a Massively Multiplayer Online Role Playing Game (MMORPG) driven by new and innovative technology and design for the mobile phone platform with a revolutionary role playing mechanism that brings a whole new dimension to active mobile gaming. The underlying platform is abstract. The same gamer can play through his PC or his mobile. This project opens up a brand new paradigm to advertising and the MMO business model.

www.cliq-life.com

Stories from the Slums

A digital feature film being made with the slum children of Delhi in partnership with NGO's and graduates of the National School of Design. The film is not a documentary, but a feature film of eight intertwining stories of magic and mischief, of ghosts and clever thieves, of a cricket match and a math test. (New Delhi)

www.filmkaar.com

Earthlings - "One Planet-One People"

An animated and live-action tv series and on-line presence for children 6 - 11. The website will feature social networking tools and on-line multiplayer interactive games. It's educational, it's collaborative, it's fun! (Goa)

www.planetearthlings.com

International

Interactive Digital Magazine

A revolutionary new interactive publishing platform that will enable interactive content to be sent directly to the desktops of users through rich desktop applications, allowing stories to be told with a full multimedia experience. Produced by Yolk - Born of Design. (Singapore)

www.yolk.com.sg

Switch.TV

Switch.TV is a new interactive online service showcasing short films, animations, video clips and independent music videos from Australia's freshest filmmakers. It is now transforming itself into a pan Asian portal with a focus on India and up-and-coming Bollywood talent and material. (Hong Kong)

www.switch.tv

The Billionaire's Sleep

'The Billionaire's Sleep' is a modern day fairy tale based on a story from Rana Dasgupta's novel 'Tokyo Cancelled'. Conceived as a cross-media project from the outset, the digital feature film will be accompanied by marketing and ancillary merchandise across mobile and interactive platforms. (Australia)

Each of the selected projects will have the opportunity to work one-on-one with the X|Media|Lab Mentors over an intensive three day workshop, as well as be part of FICCI-FRAMES.

Projects will be mentored by: **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) **Vishal Gondal**, Founder and CEO Indiagames, India's largest games company (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)

- END -

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).

www.xmedialab.com.

International Partner: NOKIA

What they're saying about X|Media|Lab:

'A really valuable and memorable experience. X|Media|Lab is an outstanding event' Amit

Khanna, (Chairman, Reliance Entertainment)

'X|Media|Lab is a truly fantastic initiative' Neeraj Roy, Founder and CEO, Hungama Studios

'Equal to anything of its kind in the world' Dale Herigstad, (4-times Emmy Award winner)

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)

For more information, Please contact:

Megan Elliott

Director - X Media Lab

+61 414 573 336

You can also visit www.xmedialab.com for more information.