



NEWS RELEASE

AMERICAN FILM INSTITUTE'S DIGITAL CONTENT LAB FEBRUARY 7 EVENT PREVIEWES THE NEWEST DEVELOPMENTS FROM INNOVATIVE R&D PROGRAM

Showcase Debuts New Media Projects for A&E/History Channel, LACMA, Reuters, Simmons Lathan, Telemundo, WWE and Zodiac Gaming

New Slate of 2006 Productions to be Announced

LOS ANGELES, January 24, 2006—In a breakthrough year that saw the launch of primetime TV on the video iPod, the AFI Digital Content Lab (AFI DCL)—an R&D lab facilitating the development of innovative digital content—continues to help content creators realize the potential of converging media. AFI DCL will hold its semi-annual showcase event on February 7, 2006 at AFI's Hollywood Campus. This day-long event will debut new projects from the most recent DCL production cycle, with presentations including content created for television (both cable and satellite), mobile devices, games and broadband. A new slate of projects will be announced for the DCL's upcoming production cycle.

Presentations will be made on each of the seven just-completed projects. Speakers scheduled to attend (listed in order of appearance) include: Bob Kernen, Advanced Media Projects Manager, A&E Television Networks; Rose Karpel, Video Project Manager and Tom Nguyen, Technology & Innovation Strategist, Reuters; Robert Sain, Director, LACMA Lab; Jim Brown, Director of Operations, WWE; Leo Borovskiy, Director of Product Services, Zodiac Gaming; Will Griffin, President & COO, Simmons Lathan Group and Mimi Belt, Vice President, Artistic Development, Telemundo.

For more than eight years, the AFI Digital Content Lab has paired television and content companies with technology and design innovators to create prototypes for next-generation interactive applications—many of which are now being brought to market. Last year, AFI announced that the program, which previously had one annual application cycle, would now accept applications throughout the year and a selection board would consider projects every quarter. Productions in the AFI DCL have included projects from: ABC, Disney Channel, Discovery Networks, HBO, Showtime, CNN, Turner Classic Movies, Bravo, MTV, Nickelodeon, Sesame Street, WGBH, KCET, KQED and ITVS.

The AFI Digital Content Lab is sponsored by the Corporation for Public Broadcasting and the Microsoft Corporation.

WHAT: AFI Digital Content Lab
Semi-Annual Production Wrap Showcase

WHEN: February 7, 2006
9:00 a.m. – 5:00 p.m.

4:00 p.m. Panel Discussion/Expert Response
Moderated by Marcia Zellers, Director, AFI Digital Content Lab

Participants:

- Marci Miller, SVP, Marketing and Product Development, TVG
- Rick Reynolds, Director of Product Marketing, Mobile Lifestyle, MFORMA
- John Canning, Director of Content Distribution and Field Producer, Yahoo!
- William Cooper, Founder and Principal Consultant, informitv

To download a detailed schedule of the presentations, please visit:
http://www.afi.com/education/dcl/events_production.aspx

WHERE: **American Film Institute
Mayer Library**
2021 N. Western Ave.
Los Angeles, CA 90027

HOW: Please RSVP to:

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About the American Film Institute

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. AFI trains the next generation of filmmakers at its world-renowned Conservatory, maintains America's film heritage through the *AFI Catalog of Feature Films* and explores new digital technologies in entertainment and education through the AFI Digital Content Lab and K-12 Screen Education Center. As the largest nonprofit exhibitor in the US, AFI ON SCREEN encompasses the annual AFI FEST presented by Audi: AFI Los Angeles International Film Festival—as well as year-round programming at ArcLight Hollywood and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland, including SILVERDOCS: AFI/Discovery Channel Documentary Festival. AFI AWARDS, the annual almanac for the 21st century, honors the most outstanding motion pictures and television programs of the year, while **AFI's 100 Years . . .** series has ignited extraordinary public interest in classic American movies. And, during the past 33 years, AFI's Life Achievement Award has become the highest honor for a career in film. Additional information about AFI is available at AFI.com.

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