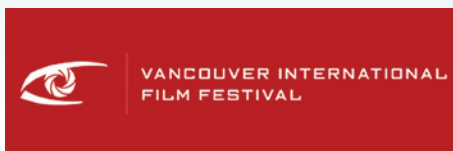




Vancouver International Film Festival



The Vancouver International Film Festival (VIFF) is among the largest film festivals in North America and is one of the largest cultural events in Canada.

"With 42 percent of our audience under the age of 34, it's essential to communicate with them on their terms. The cutting-edge mobile app that Xomo developed for VIFF helped us deliver content to this important demographic."

Betty Verkuil, Director of Development
Vancouver International Film Festival

Held in October 2009, the 28th annual VIFF was a 16-day event attracting 150,000 people to over 600 screenings of more than 370 films from 80 countries. This event also saw the introduction of an exciting mobile social experience for fans.

VIFF's Mobile Fan Guide

Utilizing the Xomo Event Guide and Live Experience products, the official VIFF Mobile Fan Guide was used by attendees to plan their festival experience and share the excitement of events around town in real-time.

Designed for smartphones with GPS, the application was available for free from Apple's App Store for users with iPhone or iPod Touch devices.

A Detailed Guide in Your Pocket

The Mobile Fan Guide included every film at the festival with detailed descriptions, photos and screening times. For many films, it even included high quality video trailers and an IMDb rating to help fans make informed decisions.

Keep Fans Up-to-Date

The digital schedule was updated throughout the festival to accommodate last minute changes so fans were always in the know.

Pick Your Favorites, Plan Your Festival

Fans could add films or specific showtimes to their 'Favorites', allowing them to quickly plan an itinerary of films for the festival.



For details, call +1 604 568 2988
or visit www.xomodigital.com



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The 'Live Experience' on the Event Website

The Vancouver International Film Festival featured an innovative event guide and mobile social experience powered by Xomo.

Sharing the Experience in Real Time

Fans used their smart phones to tell stories and contribute photos that captured highlights from the many festival-related events held throughout the city. These photos were published in real-time to the VIFF website, spreading the excitement of the festival to people around the world.

In the Media

Trying to navigate the Vancouver International Film Festival? There's an app for that.

Published in the Vancouver Sun, September 28, 2009 (excerpt).

By Kevin Griffin.

VANCOUVER – Vancouver film fans are busy planning their schedules in preparation for the two-week Vancouver International Film Festival, which kicks off Thursday.

Plotting an attack on the festival's line-up is no mean feat – with nearly 640 screenings of 377 films, the options are plentiful, and potentially bewildering. Fortunately, at least for iPhone users, VIFF is adding new innovations in mobile technology and social media to help festival-goers navigate the schedule, and share their experiences with each other.



"The Xomo Event Guide and Live Experience products are the perfect addition to any festival's marketing tool-kit.

The attractive, user-friendly Event Guide is like giving your audience the whole festival in the palm of their hands - they can access event info anywhere, anytime.

The Live Experience provides a new form of electronic word-of-mouth, encouraging spontaneous involvement and greatly expanding the festival buzz."

Lainé Slater, Marketing Director, Vancouver International Film Festival



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