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Press Release - for immediate release

LOCAL MEDIA COMPANY COMPETES TO MAKE FILM IN 48 HOURS

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From page to screen in 48 hours is the challenge facing local film agency Digital Island Media this weekend as they enter the 48-hour Film Project in Miami.

"We will be writing, directing, filming, scoring and editing a film in one weekend," said Chad Newman of Digital Island Media. "We will be starting Friday evening at 7pm when we draw an idea out of a hat. By Sunday at 7pm, we will have done it all."

The final films will be shown 7 PM Wednesday at the Sunrise Cinemas Intracoastal Mall in North Miami Beach. The Key West company will have to deliver the final film to the contest organizers in Miami by 7pm Sunday, an additional challenge facing the crew. "It does add some travel time the other competitors won't be facing, but we anticipate doing some final editing on the road with a laptop," said Newman.

Digital Island Media will be working with a team of local actors, musicians and crew to write the script, rehearse, put together costumes, then film, add sound and edit the film over the course of 2 days. A representative of Digital Island will be in Miami Friday, when the genre of the film assignment is chosen at random. A phone call will relay the information to Key West, where production will begin immediately.

The 48 Hour Film Project's mission is to advance filmmaking and promote filmmakers. Through its festival/competition, the Project encourages participants to get out there and make movies. The tight deadline of 48 hours puts the focus squarely on the filmmakers—emphasizing creativity and teamwork skills. While the time limit places an unusual restriction on the filmmakers, it is also liberating by putting an emphasis on "doing" instead of "talking." The contest was founded in 2001 and more than 66 competitions have taken place around the world.

"We've been lining up locations for the last couple of weeks," said Steve Panariello, one of the principles of Digital Island and the director of photography. "We will wait to hear what kind of film we are doing and then get busy. There won't be a lot of sleep this weekend for any of us."

As an added challenge, Digital Island will be shooting the entire film using their new HD format camera, which the company has just recently introduced for work with its client base. According to Steve Panariello, "shooting in High Definition allows us to capture a stunning visual image that will hold up much better than standard definition video when it is projected onto the big screen."

Digital Island Media, formed in the spring of 2005, is a full service video production company based out of Key West. With a mix of local, national and international clients, Digital Island Media provides a range of digital media services. Services include broadcast video and audio production, DVD authoring and duplication and web based media.

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The Panasonic HVX200 digital video camera the team will be shooting with captures HD Video onto solid-state memory cards instead of onto the traditional tape format. "This allows us to bring the footage directly into the computer and start editing immediately," said Chad Newman, "which saves us valuable time in post production."

Clients include CNN, Fox, MTV, ESPN, Discovery Channel, Lower Keys Medical Center, Florida Keys Aqueduct Authority, Key West Songwriters Festival, Sebago, Fury and the Tropical Inn.

Company founders Chad Newman and Steve Panariello both have long careers in the film and television industry. Panariello has worked with CBS Television in New York before starting his own freelance production company in 1992. Newman came to Key West to work on the film Key West: City of Colors and never left.

Win or lose, the team at Digital Island Media plans to put the entire completed film online at their website for viewing.

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