

www.bitfilm.com/festival

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The “Viral Voting” of the Bitfilm Festival begins

- From Thursday, August 30, 111 films will compete for the Bitfilm Awards
- The most “viral” film of each category will win
- Voters may gain prizes

On Thursday, August 30, the 8th International Bitfilm Festival will be opened by a live event in **Hamburg**, Germany. Digital film fans from all over the world may watch all films until September 25 under www.bitfilm.com/festival and decide who will win the prize money of 10 000 Euros. Every film can receive up to five stars by each voter. The film with the highest number of stars in each category wins. Whether a 3D animation, a Flash movie or a *Machinima* film shot live in a computer game - decisive will be the “**viral potential**” of a film: the more Internet users recommend it to their friends, the higher its chances to win.

“We are aware that well connected film makers with many friends, who actively promote their films, have a huge advantage in this system”, says **Aaron Koenig**, director of the Bitfilm Festival. “But last year, when we introduced our ‘viral voting’, we were very happy with the results. All films which ranked high were amazing - not only funny cartoons you would expect to be the most popular, but also some deep and dark works of art, which really surprised us.”

93 short films, music videos and ads as well as the trailers of 18 feature films that have been nominated for the *Grand Prix TV Digital* may be watched on the Internet by everybody. In order to take part in the voting you have to register for free at the **Bitfilm Club**, the online community for digital film makers and their fans. The participants in the online voting may win the editing software **Final Cut Express**, an **iPod Video**, a Six-DVD-Set by the DVD magazine **Stash** and three Double-CDs *36 Grad* by the German elektro pop band **2raumwohnung** (with music from the festival trailer). The award ceremony will take place in **Barcelona** on September 27, 2007.

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