



Verlagsgruppe
Weltbild

§ Pressemitteilung §

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Weltbild sucht den Avastar! – first Weltbild.de film contest

Weltbild.de launches film script contest and casting show in Second Life

Media company Weltbild.de is launching the first big film contest in Second Life: "Weltbild sucht den Avastar! – first Weltbild.de film contest". The contest media partner is the Second Life weekly newspaper "The Avastar" which is published by Bild.T-Online.de.

"We are consciously viewing our involvement in this as an experimental field for new, creative publishing ideas and innovative marketing promotions," explains Stefan Mues, management of New Media at Weltbild. "Here Second Life currently offers the highest level of freedom in a functioning virtual economy."

"Weltbild sucht den Avastar!" involves a film script contest for Second Life short films and a casting show for avatars. A panel of experts including TV presenter Bettina Cramer (Sat.1 Blitz), TV director Rainer Matsutani (Tatort) and Rowan Barnett, editor in chief of the "The AvaStar", will judge the best script. The winner will receive 500,000 Linden dollar prize money and the chance to have their script filmed in original locations in Second Life.

For the filming, Weltbild will also hold the first virtual avatar casting to find the best actors for the film.

The script contest begins with the official opening party of the Weltbild island on 15.09.2007 at 7.00 pm. The Weltbild.de presence in Second Life is under the motto "Book, Film and Music." From the spacious Weltbild piazza, visitors have direct access to entertainment offers – in the Weltbild cinema, for example, film fans can enjoy the latest DVD hits. In the library, visitors can browse through reading samples of bestsellers

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and, in the comfortable Weltbild music lounge, they can listen to all the latest sounds.

The Weltbild.de online presence was realised by Munich-based agency Bokowsky + Laymann, one of the first online agencies in Germany to open a permanent office in Second Life.

Further information on www.weltbild.de/secondlife or immediately on the Weltbild island in Second Life.

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