

BROKEN HILL

For Immediate Release

World First 3D Film Website to Launch Award Winning Aussie Movie

Melbourne, Australia, 24th August: On the eve of Australian Movie *Broken Hill's* World Premiere in Melbourne on the 24th August 2009 a world first 3D film website will be unveiled. The website will allow for unprecedented interaction between viewers of the award winning film.

Australian company Exit Reality designed the website to allow users to enter a virtual world where they use an avatar (a virtual three-dimensional character representation) to navigate the world and view the trailer of the film in a 1930's style cinema. Users will for the first time be able to chat and invite friends to join them in the theatre to view the trailer and discuss the film.

The cutting edge technology employed by *Broken Hill* is a new promotional platform to launch the movie and is the first of its kind to be used for a film.

In the film's first festival entrance *Broken Hill* won three awards at the recent Giffoni Youth Film Festival in Italy. The film was Written and Directed by Dagen Merrill with Producer Christopher Wyatt, of *Napoleon Dynamite* fame and Australian Producer Julie Ryan, working with a star-studded cast including Alexa Vega (*Spy Kids*), Academy Award Winner Timothy Hutton, and introducing Australia's own Luke Arnold.

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