



MEDIA ADVISORY
For immediate release

AUSTRALIA'S DIGITAL DAWN

THE 2006 AUSTRALIAN INTERNATIONAL MOVIE CONVENTION

The future of digital cinema in Australia will be the focus of discussions at the 2006 Annual Australian International Movie Convention.

Local and international executives from across the industry will participate in the highly topical seminar, "Australia's Digital Dawn". Speakers will include John Fithian (President and CEO of the world's largest trade group for cinema operators, the National Association of Theatre Owners, NATO); Julian Levin (Executive Vice President, Twentieth Century Fox International Distribution); Mark Sarfaty (General Manager, Dendy Cinemas); Wayne Smith (Managing Director, Australia & NZ Reading Entertainment); Mike Selwyn (Managing Director, Australia, United International Pictures) and Alaric McAusland (Group General Manager, Atlab).

Mr Richard Parton, president of the Motion Picture Exhibitors Association of Queensland, which stages the convention, says, "Now, more than ever, our industry is moving into an exciting and fast-changing era where new technologies and digital cinema are becoming a reality. The convention is a forum for delegates to discuss challenges we'll face throughout this transition and assess how we move forward with the times. Without doubt, we've assembled some of the most informed speakers locally and internationally to address delegates on these issues."

The 2006 Annual Australian International Movie Convention is an undisputed highlight of the Australian film industry calendar, with an unprecedented assembly of local and international industry experts, exhibitors, distributors, allied trades, producers, directors, stars of today and the future coming together for the event.

Highlights of the convention this year include the following:

With the assistance of the Australian Film Commission, The Sydney Morning Herald, The Sun-Herald and The Age Australia On Show event will be hosted by James Valentine on opening night and will showcase 16 upcoming Australian features and 5 about-to-be released titles, with most of the filmmakers in attendance. Delegates will be treated to sneak previews of films including BOYTOWN; THE HOME SONG STORIES; LAST TRAIN TO FREO; SUBURBAN MAYHEM; 2:37; CLUBLAND; 48 SHADES; KENNY; HUNT AGNELS; OPAL DREAM; UNFOLDING FLORENCE; WEST and ROMULUS, MY FATHER.

The prestigious, The Sydney Morning Herald, The Sun-Herald and The Age Australian Star of the Year Award will also be announced on opening night. Previous winners include Eric Bana, Heath Ledger, Hugh Jackman, Geoffrey Rush, Michael Caton, Mick Malloy, Russell Crowe and Abbie Cornish.

The 2006 AIMC Industry Awards, hosted by Tim Ferguson, will be held on Thursday August 17 and is a celebration of box office achievements over the past 12 months. Award presentations will include: The box office achievement awards for 2005-2006; The Coca Cola Gold Award for highest grossing film; Highest

grossing Australian film; Highest grossing foreign language film; Highest grossing film in NZ; and the Lifetime Achievement Award.

Throughout the convention, both major and independent film distributors will be previewing their upcoming release schedules. Films being previewed over the four day event include: TRUST THE MAN (Icon) starring Julianne Moore and David Duchovny; I COULD NEVER BE YOUR MAN (Hoyts) starring Michelle Pfeiffer; THE WIND THAT SHAKES THE BARLEY (Dendy Films) winner of the Palme D'or at this year's Cannes Film Festival; IRRESISTIBLE (Palace Films) starring Susan Sarandon and Sam Neill; A GOOD YEAR (Fox) starring Russell Crowe; TALLADEGA NIGHTS (Sony) starring Will Ferrell; and BOYTOWN (Roadshow) starring Glen Robbins and Mick Malloy.

Other highlights include a comprehensive trade show; The Kodak Marketing Awards for an Australian Feature Film; A discussion on mobile technology as a marketing tool for films, presented by Yourmovies.com.au; The Encore Magazine AIMC University – which is a series of 15 minute presentations on issues pertinent to delegates; an update on piracy issues in Australia by Adrienne Pecotic (Executive Director, FACT); and an exciting New Zealand film presentation, including sneak previews of upcoming kiwi releases.

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