

# X|Media|Lab â€™ Global Media Ideasâ€™™ Lab CALL FOR NOMINATIONS

â€™ Incredible opportunity for Australian digital entrepreneurs to workshop business ideas with the worldâ€™™s best and most successful digital and entertainment visionaries

Two days that could change the future for sixteen Australian digital creative teams: 19th and 20th June, Museum of Contemporary Art, Sydney. Part of X|Media|Lab Global Media Ideas Summit, a Vivid Sydney festival event. X|Media|Lab today called for nominations from interested Australian digital entrepreneurs to take part in a rare opportunity to workshop their business ideas with some of the world's brightest and most successful digital and entertainment luminaries, as part of X|Media|Labs Global Media Ideas Lab on the 19th and 20th of June. X|Media|Lab is part of Vivid Sydney (27 May - 21 June), the annual festival of music, light and ideas featuring the spectacular illumination of the Sydney Opera House sails. Sixteen nominees for this intensive workshop will receive mentoring, feedback and advice from many of the digital industry's most influential powerbrokers (including past and present digital players from Google, Apple, MTV, Nokia, Liquid Comics, Yahoo!, HBO, StumbleUpon, the Mobile Entertainment Forum, Sony Pictures Entertainment, the Oprah Winfrey Network, as well as a host of successful global Internet entrepreneurs). Nominees with outstanding projects across social media, digital music, computer games, animation, mobile applications, video, interactive entertainment and content, and web applications are encouraged to apply. In addition to developing their business ideas and commercial potential with input from some of the best minds in the industry, participants will get the chance to network with an impeccable line-up of digital media stars and venture capitalists with access to a raft of valuable international contacts. Participants will meet with: Ralph Simon digital trailblazer and founding father of the mobile entertainment industry. Dubbed the father of the ring tone, he and his team created and developed the first ring tones in the USA, Europe, Africa and Australia in 1998. Simon's career has seen him become the mobile strategy advisor to U2; work with Sir Bob Geldof, Bono and the Live Aid organisation and is currently the mobile producer of the 2010 World Cup "Celebration" music event in Johannesburg (London); Amin Zoufonoun Director of Corporate Development at Google, responsible for evaluation, negotiating and executing Google's mergers, acquisitions and investments (Mountain View); Robert Tercek President, Digital Media at the Oprah Winfrey Network (Los Angeles); John Penney Executive Vice President, Strategy & Business Development, Starz, LLC; formerly Head of Global Media Strategy for IMG (Los Angeles); Steve Jang Strategic Advisor at Animoto/Conduit Labs/Pixelpipe/StumbleUpon (San Francisco); Wayne Borg COO, twofour54 (Abu Dhabi); Joy Mountford renowned User Experience Designer (Apple's Human Interface Group, Interval and Yahoo!) (San Francisco); Gotham Chopra Media Entrepreneur and Co-Founder of Liquid Comics (Los Angeles); Dana Al Salem Founder of Fanshake and formerly Co-Founder Yahoo! Europe (Paris); Anand Giridharadas Technology Columnist with The New York Times/International Herald Tribune (Cambridge, Washington, Bombay); Parmesh Shahani Author and Media Entrepreneur (Mumbai); Scott Halcomb International Business Development Director, System K (Japan); Rob Manson Managing Director of MOB an Innovation Lab (Sydney); The X|Media|Lab Global Media Ideas Lab is a not-to-be-missed opportunity for Australian digital entrepreneurs to meet and workshop their ideas with people who are at the forefront of the world's digital and media industries, said X|Media|Lab Director, Megan Elliott. This will be two days in which Australian digital and creative entrepreneurs will have unparalleled access to leading industry thinkers with a wealth of international experience all of whom will be there specifically to work with them to advance their ideas, Elliott said. Interested businesses and entrepreneurs can nominate their project now, at no cost, by visiting <http://www.xmedialab.com/node/add/project-application>. The Lab is part of the X|Media|Lab Global Media Ideas, an international summit of the world's leading digital thinkers to be held at the Sydney Opera House on Friday the 18th of June, 2010, as part of Vivid Ideas Sydney, the annual festival of light, music and ideas and the biggest festival of its kind in the Southern Hemisphere. Past Lab participants have said: Full on The advice from these professionals gave us a solid foundation to launch the Campus Channel platform while we also benefited from direct client referrals in markets around the world. As a direct result from the Lab the mentors helped us sign reseller agreements in multiple countries. Jeremy Wilson, Campus Channel. Spectacular We got some excellent input that we've put into practice. Like many entrepreneurs, we're quite impatient, and the one-hour focused one-on-ones allowed us to get right to the point in a highly effective and productive way. You should nominate your project for the Lab because you'll get incredible wisdom from world-class people who are out in the trenches making it happen every day. Kaila Colbin, Mini Monos Incredible. It's quite something to have one-on-one discussions with industry heavy hitters. The Lab is an incredible think tank. A million dollars worth of mentoring in three days. Gaurav Jain, Ashoka the Hero animated film. Great mentors, great environment for nurturing ideas. Very inspiring. Chris Hilton, CEO, Executive Producer and Owner, Essential Media

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About X|Media|Lab X|Media|Lab is the internationally acclaimed professional network and digital media event for the world's creative industries. X|Media|Lab provides assistance with creative industries development, business development and access to international expertise and finance. Each X|Media|Lab is a completely unique event where people with original digital media ideas connect with a superb international network of independent creative thinkers, technology wizards, commercialisation experts, potential business partners and financial resources. Since launching in Sydney in

2003, 35 X|Media|Lab events have been held in 13 different cities in 10 countries around the world including London, Beijing, Mumbai, Amsterdam, Kuala Lumpur, Singapore, Shanghai, Los Angeles, Auckland, Wellington, Seoul, Melbourne and Sydney. The full X|Media|Lab program is available at [www.xmedialab.com](http://www.xmedialab.com). About Vivid Sydney X|Media|Lab is part of Vivid Ideas Sydney (27 May-21 June), the annual festival of light, music and ideas featuring the spectacular illumination of the Sydney Opera House sails. Vivid celebrates Sydney as the creative hub of the Asia Pacific with large-scale light installations and projections; music performances and collaborations; creative ideas, discussion and debate. Vivid Sydney is one of five anchor events in the NSW Master Events Calendar developed by the NSW Government through Events NSW. The full Vivid Sydney program is available at [www.vividsydney.com](http://www.vividsydney.com).