

# X|Media|Lab names 16 innovative Australian and NZ digital projects to watch

Shortlists 16 of the best digital projects across Australia and New Zealand to be mentored by some of the biggest names in digital and entertainment media

Sixteen of

Australia and New Zealands best digital projects will have the chance to be mentored by some of the biggest names in digital and entertainment media as part of X|Media|Lab Global Media Ideas two-day lab. Announced today, the selected teams were chosen by X|Media|Lab for their originality, creativity, innovation and global commercial appeal. Megan Elliot director X|Media|Lab said the lab provides a once in a lifetime opportunity to be mentored, one-on-one, by some of the biggest names in digital and entertainment media. Participants come away with not only valuable insight and business coaching, but also international contacts to help them make that leap to the global stage. This years lab participants will have the opportunity to receive business coaching from:

Ralph Simon Founder of the mobile entertainment industry. (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 One of the worlds most prolific creators of interactive content. Former President, Digital Media at the Oprah Winfrey Network. (Los Angeles); John Penney Executive Vice President, Strategy & Business Development, Starz, LLC (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 (Apples 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); Haidong Pan - Founder and CEO, Hudong Chinas largest online encyclopedia (Beijing); Nick Yang, Founder, President and CTO, KongZhong one of Chinas most successful internet entrepreneurs; Scott Halcomb International Business Development Director, SystemK (Japan); Rob Manson Managing Director of MOB an Innovation Lab (Sydney)

Some of the sixteen project teams selected to take part in the lab include:CHANGE2

Change2's mission is to inspire, engage and empower sustainable thinking and practices in the work place, at home and everywhere in between. We do this with online tools, digital media and education. [www.change2.com.au](http://www.change2.com.au)

RKPix

A rich online interactive timeline that explores and celebrates indigenous musical storytelling from the 1960s until now. Under the trusted arm of Jimmy Chi (Cultural Advisor) Australia's National Living Treasure and the exploratory vision of Adrian Wills (documentary Director/Writer) users will be led on a year-by-year musical journey of discovery through Australia's cultural heritage.

Produced by RKPix - RKPix aims to enable people to laugh, think and celebrate life through the creation and distribution of independent digital content for service providers, network content aggregators and direct audience engagement across multiple platforms worldwide. [www.rkpix.com](http://www.rkpix.com)

#### STREETCORNER.COM.AU

Streetcorner.com.au is a hyperlocal news network that allows locals to report their own news. Streetcorner covers Western Sydney, City, Eastern Suburbs, North West and South West Sydney. <http://streetcorner.com.au>

#### THE LOOP

The Loop is a career networking & portfolio site for creative professionals. It connects creative people, companies and jobs. [www.theloop.com.au](http://www.theloop.com.au)

#### WARCO

From the new Australian digital media partnership of film producer/director Robert Connolly, TV news producer/correspondent Tony Maniaty and games developer Morgan Jaffit - a seriously challenging, ground-breaking computer game for the global market.

#### THE RED RIPE CONTENT RECOMMENDATION ENGINE

Red Ripe's recommendation engine is the fun, fast way to discover movies, music and other content according to a personalised blend of preferences and mood.

## HABITAT

Habitat allows you to look after your very own endangered animal, immerse yourself in their habitat and make everyday changes to your ecological footprint to earn points and help your animal survive. It combines the best of online gameplay, edutainment and offline activities to engage and empower kids to change the world around them, one step at a time. Produced by Australian Documentaries [www.australiandocumentaries.org](http://www.australiandocumentaries.org)

## JUSTICE THRUSTERS

The Justice Thrusters are the first super heroes to go corporate. Their multi media extravaganza will be something to experience. Produced by Ambience Entertainment Omnilab Medias production company, specializing in feature film, childrens drama, games shows, light entertainment, animation and interactive content development.

## ADBUBBLER

AdBubbler is a web application that video producers use to create interactive ads. Upload your media, drag and drop using the AdBubbler interface, and in minutes create an adobe flash rich media ad. Produced by Bubbler Interactive [www.adbubbler.com](http://www.adbubbler.com)

## INDEEGEO

The New Zealand based company is developing an electronic wallet that helps media platforms easily monetise content and services. <http://ideegeo.com/>

## MOSHCAM

Moshcam films broadcast-quality live music concerts by the world's most critically acclaimed independent bands and streams them to your desktop, TV and (soon) mobile device. [www.moshcam.com](http://www.moshcam.com)

## WEERIANNA STREET MEDIA

Bringing ancient cultural governance and modern technology together to preserve, teach and use today and for the future.

#### TRIPLE J NEW MUSIC

It's no secret that we love music at triple j. We want to hot-rod our hit list. What's the best way we can display and share music and related content with our audience? [www.triplej.net.au](http://www.triplej.net.au)

#### ABC TV MULTIPLATFORM (KIDS ONLINE) / ABC3 ONLINE: SOCIAL GAME PLAY

This project seeks to build engagement, challenge and reward throughout the ABC3 children's online space using social and connected game play. [www.abc.net.au/abc3](http://www.abc.net.au/abc3)

#### 99DRESSES.COM

99dresses connects its female members excess clothes into one massive peer-to-peer Infinite Wardrobe of Free Fashion, using a virtual currency to trade garments between members. [www.99dresses.com](http://www.99dresses.com)

#### 12THOUSANDDAYS.COM

The best experiences in life can come from chance. [www.12thousanddays.com](http://www.12thousanddays.com) is a serendipity engine to let people explore the abundance of a vibrant gift economy.

X|Media|Lab Global Media Ideas will be held at the Sydney Opera House on Friday 18th of June, 2010 as 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. The event consists of two parts: the Conference Day on 18th June (General Admission) for which just 300 places are available; followed by the Lab (19th 20th June) during which the selected digital media businesses and project teams listed above will work

one-on-one with the International Mentors gaining high-level elite personal consultation and entering into an impeccable international network.

For more information about X|Media|Lab Global Media Ideas visit [www.xmedialab.com](http://www.xmedialab.com)

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About X|Media|Lab

X|Media|Lab is the internationally acclaimed professional network and digital media event for the worlds 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).