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FOR IMMEDIATE RELEASE

SUNDANCE INSTITUTE ANNOUNCES AVAILABILITY OF THE 2010 SUNDANCE FILM FESTIVAL IPHONE APP

Independent Film fans will be able to access festival information on their iPhone via the Sundance Film Festival's Official iPhone App now available on Apple's App Store or at iTunes

December 22nd 2009, Park City Utah: Effective immediately, independent film fans from all over the world will have access to an innovative Sundance Film Festival iPhone application designed and developed by Vancouver-based mobile solutions firm QuickMobile. Sundance Institute and QuickMobile have worked together to create a new and exciting film festival experience for both festival goers and fans worldwide. With the dramatic increase in iPhone adoption around the world and the power of reaching users unlike any other media channel, the Sundance Film Festival was the first festival to employ the iPhone application as part of its festival tool kit last year and continues their tradition this year by reaching a broad base of fans in a very unique, personalized, engaging and convenient way with the iPhone app.

The Sundance Film Festival iPhone app is featured at Apple's iTunes website and App Store. Much more than a digital version of the printed Festival guide, the app is connected and delivers real-time information to fan's pockets wherever they may be. Users are able to search films and events, watch videos and trailers, interact with Twitter and Facebook, upload photos, find venues using location-based services and maps and much more. Sundance Institute will update the schedule, add content and add new events in real-time. Fans will access the Sundance Film Festival film guide and schedule, read about special panels and events, access top stories, meet the participating artists, search films, and watch videos.

Patrick Payne, CEO of QuickMobile stated, "We wanted to create an app that could be appreciated by fans unable to attend the festival and to create a 'virtual film festival experience'. This year, Sundance Institute will deliver exclusive content only available through the iPhone – and we're expecting a few surprises throughout the event too. I expect to see Sundance fans posting their photos and sharing their Festival experience directly from the app. The customizable home screen allows users to re-arrange the icons and utilize multiple homepages is an interesting personalization feature. Also, we hope people understand the value their contribution is making to support independent cinema by purchasing and downloading the app - it's a worthy cause."

"QuickMobile and the support from Telefilm Canada's New Media Fund have allowed us to dream up and build mobile solutions for our audience that we could never have accomplished on our own. We're most excited about how our audiences will respond to the new tools we created, essentially putting the festival in their pockets and participating from both near and afar." Said Joseph Beyer Associate Director of the Sundance Institute Online. "Everyone here at Sundance Film Festival has really enjoyed the process of developing it; it's been a great relationship."

QuickMobile's strategy is to help companies develop and extend their brand into the realm of mobile with a unique mobile rich-media user experience synchronized with other mobile services. The Sundance Institute is a visionary organization and as usual, they are on the leading edge of innovation. This application defines how new interactive media can be used to create a one of a kind experience for film enthusiasts. The iPhone application promises to complement and further enhance the existing Sundance Film Festival experience.

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About Sundance Institute

Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre. Internationally recognized for its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Angels in America*, *Spring Awakening*, *Boys Don't Cry* and *Born into Brothels*.

About QuickMobile

QuickMobile empowers organizations to extend their marketing reach and brand into the mobile domain, allowing them to connect with their mobile consumers whenever they want with personalized information wherever they may be.

QuickMobile is a leading contextual mobile business solution provider helping organizations engage their customers in new ways to improve customer experience and engagement to drive incremental revenue, marketing ROI and brand loyalty. Whether it is SmartPhone enterprise application development, mobile websites or text messaging campaigns, QuickMobile specializes in the Travel and Entertainment sectors that are focused on developing new sources of revenue, differentiation and market share.

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If you would like more information about QuickMobile and this partnership, please call Trevor at 604.875.0403 or email trevor.roald@quickmobile.com.