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Twinity Exclusive: THE SPIRIT Transforms Berlin into Black-and-White Comic World

Sony Pictures and CineStar have teamed up to bring THE SPIRIT to Twinity, the 3D online world developed and operated by Metaversum. From 2 February, before the official movie release of this comic strip adaptation, Twinity's community can look forward to a host of themed events, a competition, and the chance to win some exclusive prizes. A particular highlight is a THE SPIRIT mask, which enables its wearer to see virtual Berlin in the look of the movie.

Berlin, 29 January 2009 – It's the turn of a new masked superhero to enter the 3D online world Twinity: THE SPIRIT, the latest movie to be promoted by Sony Pictures and CineStar in Twinity's virtual CUBIX cinema before the official movie release.

For the very first time, the Twinity 3D community can get into the spirit of the movie outside the cinema as part of the THE SPIRIT promotion. Wearing a THE SPIRIT mask transforms the entire online world into the look of the comic strip adaptation – in black-and-white and brilliant red. Twinity is inviting all its masked members to take part in a screenshot and machinima competition. The most creative photos or movies shot in THE SPIRIT look and submitted to contest@twinity.com by 28 February have the chance to win exciting themed prizes.

The promotion for THE SPIRIT will kick off with a virtual opening party on 2 February 2009 in CineStar's CUBIX. Areas of the cinema have been completely redecorated in the style of the comic strip adaptation. The styling of the event hall, where regular film-related events and fancy-dress parties are held, mirrors the spooky atmosphere of the movie. The restyling of the CineStar CUBIX was designed and realized by Force Sunrise, a full-service agency for virtual worlds and 3D web projects.

But that's not all: Visitors to the virtual CineStar CUBIX can also look forward to a wealth of special bonus material. As well as photos from the set, movie stills, and film posters, they can also watch trailers and interviews with the movie's main protagonists.

"Twinity brings a whole new dimension to the cinema-going experience," explained Dr. Mirko Caspar, CMO of Metaversum GmbH. "Twinity enables the movie industry to offer virtual cinema visitors a complete entertainment package within a real, urban environment." Similar promotions have already taken place to mark the release of 'Quantum of Solace' and 'The Dark Knight'.



THE SPIRIT opening party:
2 February 2009

Screenshot & machinima competition:
2 – 28 February 2009

More information:
www.twinity.com/de/cinestar

Digital press kit:
http://press.twinity.com/press_kit

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THE SPIRIT is a star-studded movie adaptation of Will Eisner's legendary 1940s comic strip of the same name, telling the story of a young rookie cop, Denny Cold, who returns from the dead to settle some old scores. In the guise of a mysterious masked crusader, he fights for law and order in Central City. The dark movie adaptation is directed by cult director and comic book author Frank Miller, who also penned comic classics such as 'Sin City' and '300'.

The virtual world Twinity is currently in public Beta. Register for free membership at www.twinity.com and begin exploring the world today.

Information on Metaversum and Twinity:

Metaversum develops and operates the **3D online world Twinity**. The vision behind Twinity is to forge a close connection between the real and the virtual world. Twinity is building realistic replicas of the world's most vibrant cities in 3D, starting with Berlin, with other cities set to follow soon. Twinity members can create a personal avatar, explore real cities virtually, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real virtual cities. Through virtual shops and branded presences, in-world ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct and emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More information can be found at www.metaversum.com and www.twinity.com.

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