

PRESS RELEASE FOR IMMEDIATE RELEASE

Twinity in Film Fever for the 2009 Berlinale

The international film industry is already poised to descend on the German capital for the prestigious Berlinale film festival from 5 to 15 February. The 3D online world Twinity will also be in film fever throughout the 59th International Film Festival.

Berlin, 30 January 2009 – In cooperation with zitty and C/O Berlin, Twinity will be featuring daily news from the Berlinale, as well as a selection of the best pictures from the red carpet in the virtual Sony Center from 5 to 15 February.

The Berlinale blog by zitty, Berlin's city listings magazine, will keep the Twinity community in the picture about all the latest film news and events. Daily news and film tips, a wealth of insider information, and exclusive interviews with the stars of this year's Berlinale will keep Twinity members up-to-date, and give them a sneak preview of the action as it unfolds at the film festival.

C|O Berlin – International Forum For Visual Dialogues provides a touch of glamour in the virtual Sony Center. In the 'Close Up' photography competition run by C|O Berlin, 18 talented, young photographers will be hunting down the most spectacular Berlinale photo on the real red carpets. Twinity members can catch the day's best pictures in the C|O Berlin showroom in the virtual Sony Center. Twinity is also looking for the best Berlinale photo and the community is invited to get involved here. Everyone who votes for their favorite photo between 7 and 16 February has a chance to win a very special prize.

Another highlight of the Berlinale special are live streams from the panel discussions being held in the HomeBase Lounge. In the virtual HomeBase, Twinity members from all around the world can again participate in real, live Berlin events. All the star-studded panels of filmmakers in the 'DigiDays' and 'Akademie Breaks' event series will be broadcast live in Twinity.

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

Information about 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
powered by real life

C|O Berlin
zitty BERLIN
DAS HAUPSTADTMAGAZIN FÜR 14 TAGE UND DIE NÄCHTE

zitty and C|O Berlin take their Berlinale coverage to virtual Berlin in Twinity

Opening party:
Friday, 6 February

Virtual Berlin in Twinity:
Sony Center

Information about Twinity and signup at:
www.twinity.com

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

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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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