THE TWILIGHT SAGA FAN PORTAL

CLIENT: SUMMIT ENTERTAINMENT

CAPABILITY: DIGITAL

SERVICE:WEBSITES

VIEW PROJECT

THE TWILIGHT SAGA: ECLIPSE

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<?xml version="1.0" encoding="UTF-8"?>

<65-Menu>

<item tag="Toy with Us" title="Toy Story Toy Creator" url="http://www.toystorytoycreator.com/" image="images/ts3.png" movie="video/ts3\_edit.flv" ><![CDATA[Make your own toy with the Official Toy Story Toy Creator! See what you and your friends look like next to Woody and Buzz, make your own Toy Box and view it in 3D!]]></item>

<item tag="Mad Brilliance!" title="Jim Carrey Official Site" url="http://www.jimcarrey.com/" image="images/jc1.jpg" movie="video/jimcarrey.flv" ><![CDATA[Explore the eccentric, psychedelic corners of Jim Carrey's mind on his official site. Discover archived appearances and movie trailers, behind the scenes clips, family photos and even notes from Jim himself!]]></item>

<item tag="Attack of the Sleestaks!" title="Land of the Lost" url="" image="images/lotl.jpg" movie="video/LOTL.flv" ><![CDATA[To take users on a journey through time and space, we created an online experience to evoke a fantastical head-trip. In an interactive playground of anachronistic oddities, users are able to change the site’s visuals, bring up exclusive movie content, instantly change the environment, and find other mind-altering surprises in this odd virtual dimension.]]></item>

<item tag="Welcome to Australia" title="Australia Movie" url="" image="images/australia.png" movie="video/australia.flv" ><![CDATA[This online experience for Baz Luhrnann’s highly anticipated film captivates users with the film’s artistry and delicate moments that capture the strength and tenderness of the human spirit. A Papervision journey takes users through the film’s key themes, while users control how deeply and which themes they want to experience. By infusing video, photos and audio, the entire site experience enthralls users with the spirit of the film and the power of beautiful story telling.]]></item>

<item tag="The Perfect Score" title="Lucky Strike Lanes" url="http://www.bowlluckystrike.com/" image="images/lucky.png" movie="video/lucky.flv" ><![CDATA[As the interactive agency of record for Lucky Strike Lanes, a nationwide chain of lifestyle-driven lounges with bowling alleys, we are responsible for their digital brand identity and Website development. To support the company’s quick growth, we engineered a modularized content management system that can keep pace with their growing need for online tools such as reservations, party planning, and evite systems. ]]></item>

<item tag="Gold Medal Gaming" title="Mummy" url="" image="images/mummy.png" movie="video/mummy.flv" ><![CDATA[For the major motion picture The Mummy: Tomb of the Dragon Emperor, we worked with Universal Pictures, AOL / Moviefone, and Papa John’s Pizza to create a dynamic marketing Website where a new branded Flash game was released each of eight weeks leading up to the release of the movie. Top point earners were entered into a sweepstakes for a grand prize trip to Beijing. ]]></item>

<item tag="AMBUSH!" title="Terminator: Ambush" url="" image="images/terminator.png" movie="video/terminator.flv" ><![CDATA[Ambush is the first of its kind - an iPhone alternative reality game (ARG) that pits players around the country against each other in a multi-platform game of cat and mouse - seen through the lens of Fox’s hit show Terminator: Sarah Connor Chronicles. Players download the free iPhone application from the Apple iTunes store and battle each other through a Website interface by setting traps on a virtual city map based on their real world GPS coordinates.]]></item>

<item tag="A THRILLTACULAR EXPERIENCE" title="The Simpsons Ride" url="" image="images/simpsonsride.png" movie="video/simpsonsride.flv" ><![CDATA[In support of the grand opening of The Simpsons Ride at Universal Studios, 65 Media created a long-term two-phase campaign tapping in to the 6 million people who created Simpsons avatars for the movie site. We built another rich experience for these avatars complete with a human catapult game created with real physics and an insane, interactive trip through Krusty the Clown’s mouth.]]></item>

<item tag="NOW WITH CANADIANS" title="South Park Avatar Creator" url="http://www.southparkstudios.com/fans/avatar/" image="images/southpark.png" movie="video/southpark.flv" ><![CDATA[To coincide with the launch of their new website 65 Media developed a brand new avatar maker. Using Papervision we created a feel good interface with 3D effects and roll-overs. The core community enthusiastically welcomed the new creator and since its launch in March over 500k new characters have joined the South Park family with a conversion rate of 60%.]]></item>

<item tag="THERE IS A WAY TO BE GOOD AGAIN" title="Kite Runner Movie" url="http://www.kiterunnermovie.com/" image="images/kiterunner.jpg" movie="video/kiterunner.flv" ><![CDATA[The movie’s campaign kicked off with The Kite Runner Book Club, which urged fans of the novel to recruit fellow fans and friends for the opportunity to earn a private screening of the movie. In the main site, explore virtual chapters that journey through the story's key themes: friendship, redemption and hope. The Be Good Again feature allows users to post messages, reconnect with friends, and even make amends with their past with beautiful kites soaring in a brilliant Papervision 3D space.]]></item>

<item tag="HE IS THE BIG CHEESE" title="Ratatouille" url="http://disney.go.com/disneyvideos/animatedfilms/ratatouille/" image="images/ratatouille.jpg" movie="video/ratatouille\_anim.flv" ><![CDATA[Remy’s quest to fulfill his dream to become the best chef in Paris is a tall order for anyone, let alone a RAT! 65 Media created a four-course campaign for this Academy Award winning film. A complete interactive experience brought to life Remy’s adventurous journey through exploring rich environments. Kids of all ages are captivated with endless interactive games, downloadable activities and features. ]]></item>

<item tag="THE WORLD HAS GONE YELLOW" title="The Simpsons Movie" url="http://www.simpsonsmovie.com/" image="images/simpsons.jpg" movie="video/simpsons\_animation.flv" ><![CDATA[65 Media spared nothing to create a thrilling interactive online adventure for The Simpsons Movie. For the first time ever, fans can explore and interact with popular Springfield locations as a personalized Simpsons character. Users enthusiastically embraced this chance to experience the world of America’s favorite dysfunctional family like never before. Over 6 million avatars have been created from people in over 130 countries. ]]></item>

<item tag="BATTLE FOR THE ALLSPARK" title="The Transformers Movie" url="" image="images/transformers.jpg" movie="video/transformers.flv" ><![CDATA[Serving as a center-point for Transformers the Game, the online experience morphs into a hyper-rich and vivid environment that explodes with interactivity, exclusive content and jaw-dropping in-game video. In the Transformers Battle for the Allspark Game, users choose their allegiance, to the Autobots or the Decepticons, to protect or destroy. They then enter a meticulously detailed world where they battle for the Allspark, in a team-based, multifaceted online experience with a robust point system. ]]></item>

<item tag="EARTH 2060" title="Enemy Territory: Quake Wars" url="" image="images/ETQW.png" movie="video/ETQW.flv" ><![CDATA[65 Media built the ultimate showcase for the Enemy Territory Quake Wars game launch. The site features loads of exclusive previews of game content including 3D character models, concept art and downloads.]]></item>

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