



Press Release 21 Oct 2009

## **SMS tickets and film trailer tags – Stockholm Film Festival goes even more mobile**

**This year festivalgoers will be able to organise their festival life in their mobiles. News this year is film trailers straight into your mobile, and SMS tickets that are scanned at the cinemas.**

### **Program tags**

In this year's program magazine you will find so called tags next to the film texts. You photograph the tag and the relevant film trailer is sent directly to the mobile. We hope this new technology will make it easier for film lovers to choose which movies to see. The program you need for this service to work can be down loaded to your mobile on [beetag.se](http://beetag.se)

### **SMS tickets**

Every year the film festival handles more than 40 000 paper tickets but this year the audience can choose to get their ticket sent straight to their mobile. A ticket link is sent straight to you mobile and then you down load your ticket and show the mobile display while entering the cinema where it is scanned. You will be able to buy several tickets and have them sent to different phones. A very gallant way of asking someone out on a movie date?

- We have as a festival always been in the forefront and used new technology whenever and wherever possible. We were first to introduce a film competition for films made by mobile technology and now we are using the mobile to make life easier for our visitors. We only see possibilities when it comes to technical advances and film, says Git Scheynius, Festival Director.

To be able to use these services you need a mobile that can receive SMS, has access to the internet and has a camera.

[www.stockholmfilmfestival.se](http://www.stockholmfilmfestival.se)  
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**20th Stockholm International Film Festival November 18-29 2009**

*The Stockholm International Film Festival started in 1990 and is today one of the leading competitive film festival in Europe. The festival takes place every year in November with more than 170 films from more than 40 countries. More than a festival: we organize exclusive screenings and the popular Summer Cinema - an outdoor mini-festival. Every year in April the Stockholm International Film Festival Junior brings the latest films to youngsters between 6 and 16 years of age. **WE LOVE FILM!***