

## Press Release



### Berlinale 2006: A Successful Public Private Partnership

For the first time, the Festival has five co-partners. A development which underscores the increasing attractivity of the Berlinale for the financial world. Along with its main partners, ZDF, L'ORÉAL PARIS, and Volkswagen, these co-partners contribute substantially to optimising the technical standards and services of the Berlinale.

#### Arts Alliance Media, London

Arts Alliance Media is offering the film industry a Europe-wide digital distribution network (LOVEFiLM PRO). With growing commitment, Arts Alliance Media will continue its cooperation with the *European Film Market*: with its "AAM Screening on Demand Lounge", Arts Alliance Media is providing an innovative service for Market participants.

#### Canon

Canon will equip the different Festival areas with digital cameras and its latest HD technology as well as provide poster-sized photo prints of the stars in the Berlinale Palast. In the illuminated Canon Dome at Leipziger Platz, Canon will showcase its latest products to accredited guests and the public. On February 12, the celebrated cinematographer Anthony Dod Mantle (*Manderlay*, 2005) will show the rough cut of his new documentary film about the Berlin Philharmonic Orchestra: *Trip to Asia: The Quest for Harmony*.

#### HUGO BOSS

In addition to creating a VIP showroom for directors and actors of *Competition* films and the International Jury, HUGO BOSS is again providing sweatshirts, T-shirts and accessories for the expanded assortment of Berlinale merchandising items in 2006, as well as sweatshirts for the 500 participants of the *Berlinale Talent Campus*. Striped cashmere scarves have also been designed in the colours of this year's Berlinale posters as exclusive gifts for guests.

#### Sony

High Definition (HD) recordings are going to set the standard for cinema and home entertainment in the future. During the Berlinale, Sony will demonstrate its competence in High-Definition technology by presenting its large array of HD products at the Sony Center, which is only a few steps from the Berlinale Palast. At the HD Lounge in the Sony Center, Berlinale visitors will also be able to become acquainted with Sony's High Definition world and inform themselves about Sony's latest HD-Ready LCD televisions, HD handycams and VAIO notebooks.

56. Internationale  
Filmfestspiele  
Berlin  
09. – 19.02.2006

#### Press Office

Potsdamer Straße 5  
10785 Berlin

Tel. +49 30 259 20 707  
Fax +49 30 259 20 799

press@berlinale.de  
www.berlinale.de

Ein Geschäftsbereich der  
Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH

#### Management:

Dieter Kosslick  
(Intendant Internationale  
Filmfestspiele Berlin),  
Dr. Thomas Köstlin  
(Kaufmännischer Geschäftsführer),  
Dr. Bernd Scherer,  
Dr. Joachim Sartorius

Vorsitzender des Aufsichtsrats:  
Bernd Neumann

Handelsregister: Amtsgericht  
Charlottenburg Nr. 96 HRB 29357  
UST ID DE 136 78 27 46



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### **T-Online**

For the duration of the Festival, T-Online has developed a special Berlinale programme on its new T-Online Vision. Information on *Competition* films and highlights from the red carpet will be delivered straight into people's homes. On-site Berlinale audiences can also experience T-Online Vision at specially designed "T-Online Vision Living Rooms" installed in Kino International, the Urania and the Potsdamer Platz Arcades.

Press Office  
January 27, 2006