

Swisscom launches mobile short film competition

Seeking new film talents: as sponsor of the Festival del film Locarno, Swisscom is launching the "Leopardino Swisscom" Mobile Film Award. The Leopardino will be presented for the best mobile short film on the subject "An encounter". All persons interested in competing for the award have until 10 July to submit their mobile film.

Emotional encounters can impact our lives. They can have a lasting effect and may often accompany us for the rest of our lives. So why not document these special moments, say, in a short film. This is the idea behind the "Leopardino Swisscom" Mobile Film Award to be presented by Swisscom for the first time at the 2012 Locarno Film Festival. Swisscom is seeking the best mobile film on the subject "An encounter", and will award a prize for the best film that conveys big emotions in a small format. Kathrin Amacker, Head of Group Communications at Swisscom says: "the mobile phone is always at hand and the camera at the ready – providing a whole new scope for creativity. We want to encourage people to exploit the technical possibilities that a mobile phone has to offer in a creative way."

The mobile film competition is open to anyone who enjoys film-making. The films should be submitted via the short film portal www.pardo.ch/swisscom. The closing date for submissions is 10 July and the entries will remain on the portal for the public vote until 31 July.

And the "Leopardino" goes to... – a jury and the public will decide

From all films submitted, the jury will short-list five works for the "Leopardino Swisscom" award. The winner will be presented with the award at the Locarno Film Festival on 11 August. The short film portal will also be used to find out which film is the public's favourite. "With the Mobile Film Award, Swisscom is pointing the way. This award is designed to reflect the creativity of a whole new multimedia generation. And we are delighted to be supporting this competition," says Marco Solari, President of the Locarno Film Festival. The director of the best short film director will receive the jury prize of CHF 4000, while the public favourite will be awarded a public prize of CHF 2800. All those who



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Press release

submit their vote via the short film portal will be entered in an ongoing prize draw with attractive prizes. Swisscom has been lead sponsor of the Locarno Film Festival for 16 years.

For further information:

>Short film portal: www.pardo.ch/swisscom

> Swisscom website: www.swisscom.ch/locarno

Berne, 15 May 2012