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FFMI Wins iHollywood's "Best of Show" Award

Digital Media Studio Voted Best Partner and Funding

Mobile Entertainment Summit 2007

LOS ANGELES--(BUSINESS WIRE)--Digital media studio Famous Frames Mobile Interactive (FFMI) – which creates and distributes animated content across a wide range of platforms – won iHollywood Forum's "Best of Show" award, after being voted the most worthy partner and funding prospect by the audience at the 12th Mobile Entertainment Summit (MES).

FFMI was one of six companies presenting before a panel of four judges, who unanimously said they would recommend funding FFMI. The audience then voted their approval by sending text messages from their cellphones to a polling system developed by Mozes, Inc.

FFMI produces, acquires and delivers animated graphic content such as mobile movies, messages, games, illustrations and graphic novels to PCs, televisions, cellphones, iPods and other devices.

"FFMI's capabilities reflect the central theme at this year's MES: successful content for cellphones also lives on a variety of other devices," said iHollywood Forum CEO and Co-Founder Michael Stroud. "FFMI realizes that their stock-in-trade is primarily animated content, not a particular platform. That was certainly a factor in the favorable response by the judges and audience."

"The Mobile Entertainment Summit was a great opportunity for FFMI to present our digital studio to the mobile entertainment industry," said Mark C. Miller, CEO, FFMI. "The reception from the judges, industry attendees and public was everything we hoped for. We're proud to be honored with the 'Best of Show' award and invite everyone to share our vision of New Hollywood. To see our presentation and learn more about FFMI, visit famousframes.com and click the FFMI link."

Other presenting companies featured at the Mobile Entertainment Summit Demo and Venture Forum included: bCODE, a universal provider of ticketing, mobile vouchers and coupons solutions; iClipx, a distributor of user-generated extreme sports content for multiple platforms; Mobidia, a provider of mobile multimedia services solutions for enhancing network performance; MojoBaby, a free service for uploading photos, video and text from a cell phone to the web; and GoWare, Inc., a software development company focused on providing solutions that help users stay connected to Web- and PC-based content while on the go.

The four judges were: Richard P. Wong, Partner, Accel Partners; JonMichael Bukosky, Managing Partner, BFD/ventures; Michele Law, Principal, Greylock Partners; and Christopher Brunner, Vice President, Mobile Content and Services, Univision Communications.

Mozes, Inc. provided the technology that allowed attendees to participate in text-to-screen interaction polling, and the voting that determined the "Best of Show" winner. Throughout the conference, audience members were able to send real-time questions to speakers at MES through the Mozes system. Mozes' technology is designed to allow anyone – from brands to bands and fans – to easily and seamlessly create, share and manage text message-based mobile campaigns and promotions.

The Mobile Entertainment Summit (May 23-24 in Los Angeles) is the world's leading and oldest conference devoted to entertainment on cellphones. This year's summit featured executives such as FOX Interactive Media's John Smelzer and MediaFLO USA Inc.'s Dan Novak, and considered how customers' mobile experiences are being transformed by new services such as mobile television, downloadable music, search, console-level gaming and location-based entertainment. The conference featured more than 70 executives from top companies such as AT&T, Accel Partners, China Telecom, Fox Interactive Media, MediaFLO USA Inc., Napster, Navteq, Sony Ericsson, Televisa Digital, Univision Communications and Verizon. This year's summit also included an expanded expo hall with cutting edge technology exhibitors.

Founded in 2000, Los Angeles-based iHollywood Forum, Inc., produces next-gen roundtables and business summits about digital entertainment and mobile technology. The summits attract a diverse mix of Hollywood and technology executives, entrepreneurs, technology executives, attorneys and others to learn and make deals in an intimate environment. Sessions are typically moderated by top journalists and analysts.

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