

FOR IMMEDIATE RELEASE

Free Moviestorm™ Demo With Newly Published, *Machinima For Dummies*™

Cambridge, October 2007 – Moviestorm™ officially announces that a FREE version of its machinima creation software is cover-mounted on the newly published *Machinima For Dummies* (Wiley Publishing, Inc.; September 2007; \$U29.99, ISBN-10: 0470096918, ISBN-13: 978-0470096918).

Written by Hugh Hancock and Johnnie Ingram, two of the best-known authorities on machinima, *Machinima For Dummies* teaches how to - at little or no expense - make virtually any movie using machinima techniques generally and Moviestorm, specifically.

Machinima for Dummies is a comprehensive detailed machinima guide in which the authors share all the methods and techniques used to create movies using game engines, APIs, and other third-party video editing tools. The book covers every aspect of machinima production, from live filming in a game through the creation of sets, props and characters, as well detailing the basics of cinematography, storytelling and sound design. Readers are taken from making their first machinima movie to a grounding in both conventional filmmaking and machinima technology that will let them tackle very complex film projects.

Anyone who has ever been interested in animation and movie-making will be interested in exploiting machinima techniques and learning how to use Moviestorm to make high-quality, low-cost, easily-distributed videos. Perfect for amateur enthusiasts and professional filmmakers alike, as well as animators and gamers, *Machinima for Dummies* makes it possible for anyone to create anything from a short film to a feature-length movie, cheaply and easily, right in front of their computer

"We are excited to be publishing *Machinima For Dummies*," said Andy Cummings, Vice President and Publisher, Wiley. " Experts Hugh Hancock and Johnnie Ingram show aspiring filmmakers everything they need to know to make animated movies. They've loaded the book with hands-on examples and great tips for creating characters, sets, props, storylines, and action -- everything you need to be a successful machinima filmmaker."

"When we were writing *Machinima for Dummies*, we really wanted to give our readers the chance to make machinima right from buying the book, no matter what software they had access to" *Machinima for Dummies* co-author Hugh Hancock says. "Moviestorm was perfect – we'd never expected to be able to include a fully-featured machinima toolkit with the book. It's a great opportunity both for us and our readers." Said Hugh "In many ways, Moviestorm is the sort of package that long-term machinima creators have longed for ... We think Moviestorm is going to be huge."

"I think Moviestorm is one of the most exciting things to hit the machinima community for quite some time. Johnnie Ingram says "As a machinimator, having a product solely dedicated to the machinima creation process is a fantastic asset. Having commented on and documented Moviestorm extensively online and in *Machinima For Dummies*, I'm delighted to be joining the team full time as Technical Author."

"We thoroughly enjoyed working with Hugh and Johnnie on this project, and are delighted to announce that Johnnie has accepted a position on the Moviestorm team, as our new Technical Author" Says Moviestorm Director of Marketing, Ann Garner. "If you're attending the European Machinima Festival, you'll find both Hugh and Johnny signing copies of *Machinima for Dummies* on the Moviestorm stand"

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[Notes for editors:]

ABOUT THE AUTHORS:

Hugh Hancock has been described as the "guru of the machinima movement". As the Executive Producer of the world's longest-running machinima production company, Strange Company, he has directed machinima animations for the BBC, BAFTA, Scottish Screen and computer games giant EA, as well as several acclaimed independent films. He founded Machinima.com, the first and biggest machinima hub on the Web, and wrote over 100 articles on machinima production during his six-year tenure as Machinima.com's Editor-In Chief. He has written on machinima for O'Reilly Publishing, Gamasutra.com, PC Format magazine and many others. He and Johnnie Ingram have recently completed production on the "punk fantasy" animated feature film "BloodSpell", arguably the most complex machinima production ever. .

Johnnie Ingram has degrees in both Drama and Information Technology. He has worked as a professional theatre director and a web designer, as well as Site Editor of Machinima.com and 1st Assistant Director on "BloodSpell", and seeks in machinima to bridge the gap between theater and technology.

ABOUT MOVIESTORM

Moviestorm is the first dedicated movie-making tool based on Machinima. Using the same technology that powers modern computer games, it enables users to produce high quality animated movies from ten seconds to feature length, with realistic actors, speech and natural interaction with the sets and props. It includes tools for scriptwriting, set building, character creation, editing and titling as well as filming itself.

This complete movie-making package takes the user all the way from initial concept to finished movie. Its ease of use makes it accessible for first time film-makers, while its advanced features make it suitable for pro-am users.

It allows individuals and groups the ability to create a large variety of output; from comedies, music videos, video blogs, soaps, drama and documentaries, potentially through to high-quality complex movies that traditionally have only been affordable to larger studio endeavours.

More information and FREE software download can be found at Moviestorm.co.uk

ABOUT FOR DUMMIES ®:

With near universal name recognition, more than 150 million books in print, and over 900 + topics, For Dummies is the world's bestselling reference series. With loyal customers around the globe, For Dummies enriches people's lives by making knowledge accessible in a fun and easy way. Described by the N.Y. Times as "more than a publishing phenomenon, but a sign of the times," For Dummies span every section of the bookstore, covering everything from health to history, music to math, sports to self-help, technology to travel, and more. The Dummies brand has expanded into new products and categories with an extensive licensed product line, including fitness and hobby DVDs, grilling kits, business software, cleaning products, automotive kits, craft kits, and apparel. For more information, visit Dummies.com. For Dummies is a branded imprint of Wiley.

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