



FITC AMSTERDAM 2009 *goes mobile*

DESIGN. TECHNOLOGY. COOL SHIT.
FEBRUARY 22-24, 2009

Boulevard Develops Mobile Content Package for FITC Amsterdam

Screensavers, Wallpapers And An Event Guide Just Some of the Mobile Content Available To Conference Attendees

Toronto, Canada [January x, 2009] -- Adobe Max Award08 winner Boulevard [<http://www.boulevard.be>] is busy putting the final touches on a mobile content package for FITC Amsterdam, a two-day event focused on the art and craft of Interactive design and technology. This is the second year for FITC Amsterdam, which takes place February 22 - 24, 2009 at the Felix Meritis European Centre for Arts and Sciences. The Boulevard team includes Mobile Consultant and Flash® Lite™ expert Thomas Joos, a graduate of the Technical University of West-Flanders.

“Thomas is on the cutting-edge of rich media for mobile and typifies the kind of sharp, young creative minds that make our events a success,” says Shawn Pucknell, Founder and Executive Producer of FITC Amsterdam.

Beginning today, FITC Amsterdam attendees can download mobile screensavers, wallpapers, and a 2009 event guide at <http://www.fitc.ca/amsterdam/mobile>. All content was developed by Boulevard using Adobe® Flash® Lite™, a powerful runtime engine for mobile and consumer electronics devices.

Boulevard will also provide attendees with a native and online iPhone version of the event guide, which will soon be found in Apple’s Appstore and at <http://m.fitc.ca>. Working with partner Barefoot and their innovative eyeGT technology, Boulevard has ported the content to run natively on the iPhone. Boulevard won an Adobe Max Award for a similar project developed in 2008 for Rock Werchter.

“All of our content is build using Adobe® Flash® Lite™,” says Joos, “but this means we can’t target Apple’s iPhone directly. Using Flash for design and front-end development together with eyeGT in order to implement iPhone specific features is the best of both worlds. EyeGT does not only offer iPhone support though, it works on Nokia’s s60, the Blackberry, and every smartphone and PDA based on Windows Mobile 5 or higher.”

FITC Amsterdam is open to FLASH designers and developers, motion graphic artists, digital artists, and anyone working with or having an interest in Flash and digital media. Delegate passes range in price from € 149 for a student pass to € 499 for “The Works” (festival and workshop pass). A limited number of tickets are still available. Please go to <http://www.fitc.ca/amsterdam> for more information or to register.

FITC Amsterdam - Dates, Times and Location:

Sunday, February 22, 10:00 - 17:00, Pre-festival Workshop

Monday, February 23 – Tuesday, February 24, 9:00 - 18:00, Conference

Felix Meritis European Centre for Arts and Sciences, Keizersgracht 324, 1016 EZ, Amsterdam

FITC Amsterdam Sponsors:

Adobe, Electric Rain, FARB, IdN, Influxis, Media Monks, Powerflasher, The Rich Media Institute and Thin Data.

About FITC:

FITC events. What's it all about? We've done 30 events over eight years in 30 cities and eight countries, with over 700 presenters and over 14,000 attendees. From Flash to motion design and Flex to AIR, FITC events stand as unique and exciting events that educate, challenge, and inspire. FITC has also produced the Colin Mook ActionScript Tour of 12 cities across the globe with Adobe, and have also worked with the Adobe MAX conferences in San Francisco and Tokyo.

About Boulevard

Boulevard is a multimedia solutions company comprised of a large group of experienced professionals. We have every agency skill that an interactive multimedia project requires. From concept development to animation, video production, usability, UI design, Search Engine Optimizations and Rich Internet/Mobile application engineering. Boulevard has a strong and flexible team looking forward to working with your marketing department, agency or any other stakeholder.

- END -

For additional information, contact:

Julie Giles, FITC Amsterdam

Tel: 416-537-9774

E-mail: julie@fitc.ca

or

Thomas Joos, Boulevard

Tel: +32 (0)3 612 20 20

E-mail: Thomas.Joos@boulevard.be

For artwork and banners, go to: <http://www.fitc.ca/2009/am/>