



CFTPA

Representing television, film
and interactive production in Canada

ACPFT

Porte-parole de l'industrie de la production
cinématographique, télévisuelle et interactive au Canada

News Release

INDUSTRIES UNITE TO SET NEW GREEN STANDARD FOR CONFERENCES AND TRADE SHOWS AT *PRIME TIME IN OTTAWA*

November 20, 2008 –Ottawa The Canadian Film and Television Production Association (CFTPA), along with its partners the Association of Provincial Film Funding Agencies, Cisco Systems Canada, the Canadian Motion Picture Distributors Association, Jaywest Productions, Parliant Corporation and Precision Transfer Technologies, is proud to announce that its *Prime Time in Ottawa* conference will be the first-ever paperless event of its kind in the world.

Instead of receiving the traditional delegate bag filled with promotional material, each delegate attending *Prime Time in Ottawa* will be given an Apple iPod touch. Aided by custom software designed specifically for our conference, the device will provide delegates with electronic access to conference program materials, social networking and floor mapping functions, as well as contain a wealth of digital video content and publications. *Prime Time in Ottawa* is taking place at the Westin Ottawa on February 18, 19 and 20, 2009.

"I feel a profound sense of pride knowing that the CFTPA was instrumental in bringing together several very impressive partners across different industries in Canada to show to the world that by being innovative and thinking outside the box we can all do our part to help address environmental issues," says Sandra Cunningham, Chair, CFTPA.

"Besides eliminating the need to print the more than 100,000 pages our conference typically generates, and showcasing the excellent content developed by our members and partners, we believe this exciting initiative clearly shows that Canadian independent content producers are not only adapting to technological change but indeed embracing it in innovative ways," says Guy Mayson, President and CEO, CFTPA. "I also like to think that we set a new green standard for conferences and trade shows around the world for others to emulate."

Over the past eighteen years the CFTPA's *Prime Time in Ottawa* conference has grown to become the premier, must-attend national networking event for hundreds of Canada's most prominent business leaders, decision-makers and policy experts in the television, film and interactive media production, distribution and exhibition sectors, as well as the broadcasting and telecommunications industries. Additional conference information may be accessed at www.cftpa.ca or www.primetimeinottawa.ca

The CFTPA is a non-profit trade organization that works on behalf of almost 400 companies engaged in the production and distribution of English-language television programs, feature films, and interactive media products in all regions of Canada. More specifically, it promotes the general interests of its members provincially, federally, and internationally; negotiates and manages labour agreements with guilds and unions; administers copyright collectives; trains new industry entrants through various internship programs; and undertakes a number of other specific initiatives that help increase awareness and enhance communication within the Canadian and international production communities.

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This initiative was made possible by the generous participation of our valued partners:

Association of Provincial Film Funding Agencies

The members of the Association include Alberta Film, British Columbia Film, Manitoba Film and Sound, New Brunswick Film, Newfoundland and Labrador Film Development Corporation, Northwest Territories Industry and Tourism, Nova Scotia Film, Ontario Media Development Corporation, SaskFilm and Video Development Corporation, Société de développement des entreprises culturelles du Québec, Yukon Economic Development Film and Sound Commission.

“On behalf of all the provincial and territorial film funding agencies in Canada, we are delighted to contribute along with our industry partners in showing the world that by being innovative, we can all play a role in protecting the environment,” says Richard Brownsey, President APFA.

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Cisco Systems

Cisco is changing the way people work, live, play and learn in new and more sustainable ways. Through our technology, we enable people to make powerful connections whether in business, education, philanthropy or creativity. Our technology forms the foundation of the Internet and the Internet isn't a network of computers, it's a network of people. We call this "The Human Network" - a network of people with the power to change the world we live and work in. We believe change is a good thing, and that technology can and should improve life. Because of Cisco's solutions, people can come together in ways never before imagined. It doesn't matter whether walls, borders, mountains, or oceans stand in the way, over the network, people can come together and transform business, communities, governments, schools, and lives. Together, we are more powerful than we ever could be apart. When the human network sets out to solve a problem, the result is a Human Network Effect. www.cisco.com/ca

“Cisco believes strongly that doing something about the environment is everyone's responsibility. Through our One Million Acts of Green program, we are proud to join with the CFTPA on this project and help raise the bar for all other conferences,” says Jeff Flaro, Director-Vertical Markets, Eastern Ontario, Cisco Canada.

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Canadian Motion Picture Distributors Association

The Canadian Motion Picture Distributors Association is one of the country's senior film industry trade associations. It was originally established in Toronto on January 8, 1920, and was formally incorporated on November 22, 1976.

“As the voice and advocate of the six major international producers and distributors of motion pictures, home entertainment and television programs, the CMPDA is proud to join forces with our Canadian industry partners at the CFTPA on this exciting initiative,” says Wendy Noss, Executive Director, CMPDA.

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Jaywest Productions

Jaywest Productions Inc. (Jaywest) is a website design and development consultancy that uses the design process to distinguish our clients from their competitors. We understand the power of design and help our clients use it to their competitive advantage. While each project at Jaywest is unique, one thing remains a constant – our focus on design as a very powerful tool. We work in small teams, in close contact with our clients and value the relationships that result. Our portfolio includes strategic brand planning as well as web interface and application design for numerous clients including: Bell Canada, Ottawa International Jazz Festival, WorkSafeBC, the Government of British Columbia, the Senate of Canada, and the National Arts Centre of Canada.

“Given that this initiative has a significant web component, Jaywest Productions is excited to be able to contribute to this world-first,” says Jason Westerlund, Principle, Jaywest Productions. “Imagine how much less waste there would be if only a fraction of the millions of conferences and trade shows in the world followed our lead.”

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Parliant Corporation

Parliant Corporation conceives, creates and implements high tech computer based software and hardware products and services to governments, Fortune 500 companies and SOHO markets. Many projects result in shrink wrapped products for the computer-telephony arena marketed under our brand worldwide. Many others are custom products for our clients' internal use. All are leading edge solutions that solve real business challenges.

“With more than 18 months experience in developing and deploying iPhone and iPod touch applications with dynamic Web server back ends, Parliant was uniquely qualified to write the server and iPod touch application portions of this project. In collecting and serving the superb content created by our project partners, we are very proud of this resulting new means of conference delivery,” said Kevin Ford, President of Parliant.

“Wireless delivery of up-to-the-minute multi-media content enables conference organizers greater flexibility to deliver service levels never before possible to conference delegates, and they can do it in a socially responsible manner. We are seeing the future of what conferences will be, right here in Ottawa,” added Ford.

Parliant's shrink wrapped products have won several awards including two MacWorld Expo “Best of Shows” Awards, a “Product of the Year” Award from Ottawa's OCRI and the “Editor's Choice-Best Product of the Year” Award from MacWorld Magazine, to name a few. “This new form of conference delivery might be our best work yet,” said Ford.

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Precision Transfer Technologies

We are a media services company with locations in Ottawa and Toronto. We offer a wide array of media duplication and packaging services. We can help you with duplication or authoring jobs of any complexity and scale, even if it requires customized graphics or packaging.

“We are a company focused on ensuring the highest quality of digital video possible. So we see the huge business potential of iPhone-type devices in the future,” says Ziggy Margies, President Precision Transfer Technologies. “The digital standards we can currently achieve are second to none. We are pleased to be able to showcase our expertise during the *Prime Time in Ottawa* conference.”

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