



Press Release

Paris, February 12 2010

THE EUROPEAN INDEPENDENT FILM FESTIVAL 2010 ANNOUNCES PLATINUM SPONSOR G-TECHNOLOGY BY HITACHI

The European Independent Film Festival (ÉCU) - Europe's leading event for independent filmmakers and their audiences – is delighted to announce a new partnership with G-Technology by Hitachi.

This partnership brings together ÉCU's global community of the very best in filmmaking talent, with G-Technology's strong position as a leading provider of external storage solutions engineered specifically to meet the needs of the Apple Mac and creative professional community. This includes heavy users of multimedia content, Final Cut Pro® digital audio/video specialists and other pre- and post-production professionals.

As the platinum sponsor of ÉCU, G Technology understands the issues facing independent filmmakers in the capture, manipulation, render and storage of their creativity. G-Technology's support of ÉCU builds upon its recent successful partnership with the Sundance Film Festival 2010.

At ÉCU 2010, G-Technology will be delivering a programme of activities which includes:

Workshops challenging the way filmmakers think about their entire workflow process. They will be led by G-Technology and other world-leading capture and post-production brands; who together are providing independent filmmakers with professional grade and affordable solutions to succeed in all-digital cinematography.

The workshops will provide insider hints and tips to help filmmakers significantly improve their digital workflow process.

A demonstration booth where festival-goers will be able to see real-time digital workflow in action.

Scott Hillier, ÉCU 2010's President and Academy Award honoured independent filmmaker, said: "G-Technology by Hitachi are a perfect choice as platinum sponsor of ÉCU. It's so important

that the independent filmmaking community knows the most effective and efficient way to utilise all the hardware and software they work with. This includes highly reliable external storage solutions that can enhance workflow, but never stand in the way of creativity.”

“As independent filmmakers, our recorded imagery and sound represents our heart and soul. If we can relieve our minds of the burden of where to safely store this material and can use external storage that enhances the work process, it's a huge relief for us. This is why we're delighted to partner with G-Technology.”

ÉCU 2010, in partnership with G-Technology by Hitachi, will project the very best independent filmmaking talent from around the World. The Official Selection will include films competing in 13 categories with the top award being ‘Europe’s Best Independent Film 2010’.

Personalities from cinema, television and the arts as well as filmmakers and film industry professionals will mix with a cinema-loving public craving the energy, free-spiritedness and innovation that embodies independent film.

ÉCU 2010 will take place on the 12th, 13th and 14th of March at two venues, Cinema Le Grand Action and the independent theatre Le Triomphe, both located in the heart of Paris’ Latin Quarter.

The full programme of G-Tech’s activity for ÉCU will be announced soon.

Stay connected with G-Tech at ÉCU:

www.g-technology.eu/ecu-film-festival.php

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