

## **REELZCHANNEL TV TO STREAM LIVE 360° CAMERA FOOTAGE FROM FIRST EVER “TWILIGHT” CONVENTION, TWICON**

*Network Puts Fans in Control With Innovative Approach to Video Content*

*FOR IMMEDIATE RELEASE*

**Albuquerque, N.M., – July 27, 2009** – It’s a weekend of firsts when REELZCHANNEL® - TV About Movies™ covers the inaugural TwiCon convention by streaming live 360° camera footage to fans on [www.reelzchannel.com/twicon](http://www.reelzchannel.com/twicon). The TwiCon coverage marks the first time REELZCHANNEL is using a 360° camera—further proof they’re giving fans a fresh perspective on all things movies. Continuing its strong tradition as the go-to source for coverage of the *Twilight* saga, REELZCHANNEL is putting the fans first, giving them the ability to create their own unique view of the event from their own computers.

“The idea is to create an experience that’s as good as being there so fans feel like they’re actually at TwiCon,” said Eric Paradis, REELZCHANNEL’s web design and development director. “We’re using technology to put fans in control.”

After capturing the 360° footage, an innovative Flash player translates the data by texture mapping the live feed onto a three dimensional wire frame. That data will then be sent worldwide through the incorporation of the powerful content delivery network, giving *Twilight* fans who couldn’t be at TwiCon the ability to still enjoy the sights and sounds of it all.

On July 30<sup>th</sup> through August 2<sup>nd</sup> a REELZCHANNEL crew armed with laptops and camera bags will descend on the Sheraton Dallas Hotel for everything TwiCon, covering events including the Volturi Masque Ball (possible live shot), autograph sessions with the *Twilight* cast, Jasper’s relaxation room, and wildcard events like Cardio with Cullens.

**REELZCHANNEL® -- TV About Movies™** is the only cable/satellite network and website dedicated to everything about movies. The network and website (<http://www.reelzchannel.com>) feature entertaining original programs and content that offer a fresh perspective on movies in all windows of release. With behind-the-scenes coverage, red carpet interviews and suggestions from movie experts on what to see tonight at home or in the theater, REELZCHANNEL is the fun and insightful movie destination. On REELZCHANNEL.com movie fans can check out movie times with local movie theater listings, find new movies currently playing on TV and watch full-length movie trailers. In addition to extensive cable carriage in markets across the country, REELZCHANNEL TV is carried via satellite on DirecTV (Channel 238) and DISH Network (Channel 299) reaching more than 46 million homes nationwide. Local

channel information is available on the website's home page through a zip code look-up.  
REELZCHANNEL headquarters is located at Albuquerque Studios in New Mexico.

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CONTACT:

Eileen Campion

Dera, Roslan & Campion, Inc – Public Relations

212.966.4600 / [Eileen@drcpublicrelations.com](mailto:Eileen@drcpublicrelations.com)

Season Elliott

REELZCHANNEL

505.414.2099 / [selliott@reelzchannel.com](mailto:selliott@reelzchannel.com)