

Singapore's First Movie Full Digital Premiere

The Alien Invasion Lands in Singapore
September 2006



(Singapore) - September 2006 - Richmanclub Studios is planning a full-scale Digital Launch of our short film, THE ALIEN INVASION from the start of September 2006.

The Digital Launch will involve the free distribution and screening of THE ALIEN INVASION short film on all available major digital mediums, by capitalizing on the available technological infrastructure and proliferation of digital devices, in Singapore.

The major digital mediums that this launch will encompass are:

1. Online video streaming
2. Direct online downloads
3. iPods and various Mpeg4 video players
4. PSPs
5. 3G phone formats
6. Mobile Applications like Pocket PCs, SmartPhones and PDAs.

The free online screenings and downloads listed above will be made available to the public from September 2006 at www.richmanclub.com.

A dedicated digital premiere of such scale and scope for a film has never been initiated before and is perhaps the world's first.

This launch incidentally coincides with the Singapore government's recent commitment towards the digital media industry, and promotion of media delivery on digital mediums with the "Research, Innovation and Enterprise Council" headed by PM Lee Hsien Loong.

About the Digital Launch

One of the biggest changes to our future is the impact of new technologies such as the Internet, handphones, interactive and digital media.

Singapore is already taking steps to be part of this new world through the building of supporting infrastructures to allow accessible, fast, and convenient connection for anyone, anytime, and anywhere.

This digital launch is Richmanclub's attempt to reach out to the fast growing digital generation with internationally-appreciated local content.

Reference: PRIME MINISTER LEE HSIEN LOONG'S NDR 2006, (ENGLISH SPEECH), Singapore – Our Future, Our Home

About THE ALIEN INVASION Movie

THE ALIEN INVASION is Singapore's first and only Golden Horse Awards Nominee (the Chinese Oscar) for Best International Digital Short Film 2004.

The first of its kind in Singapore in terms of genre and scale, the short film features a massive 80 multicultural cast set in Singapore and stars real life students, staff and professors. THE ALIEN INVASION is an 18 minutes chaotic Action Comedy with intense special-effects about the absurd galactic alien battle finally coming to Singapore and how students from a small university, in this small country, save the world.

This will be THE ALIEN INVASION's premiere in Singapore after returning from its international screenings in various continents around the world.

This movie along with the official "BEHIND THE SCENES OF THE ALIEN INVASION" and other short outtake clips will be available for free to our digitally connected audiences.

Please see www.richmanclub.com for more information about THE ALIEN INVASION or contact us for a press kit containing movie information, high resolution film stills, etc.

About Richmanclub Studios

Founded by Rich Ho, Richmanclub Studios Pte Ltd, a feature film production studio, was registered and incorporated in Singapore in June 2004 with a vision to create a viable commercial platform for the creation and distribution of quality movies that is appreciated as popular entertainment through the continuous advancement in establishing breakthroughs in our films, business processes, and human resources.

For more information about the company and the movie, "The Alien Invasion", please visit Richmanclub Studio's website at www.richmanclub.com.

About vMix Company

vMix Media, Inc. will be supporting THE ALIEN INVASION Digital Launch's online streaming segment via a dedicated online channel for Richmanclub Studios called, "Richmanclub Channel".

vMix is the answer for the participation generation. More than a convenient medium to upload and view consumer-generated videos on the Web, vMix sets itself apart by powerfully combining branded content and licensed music to enable users to effortlessly create compelling video mash-ups and slide shows. vMix technology provides the creative tools for content creators to mix photo slide shows, videos and customizable community pages and make them easily accessible to anyone, anywhere in the world. From its inception, vMix has screened out objectionable content and pornography. Created by executives from Universal Music Group, Fox studios, Apple Computer and MP3.com, vMix, a pioneer in online video sharing and thought leader in the changing social networking landscape, is poised to be the undisputed leader in the consumer-generated content space. For more information, visit www.vmix.com.

Contact Details

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THE ALIEN INVASION movie press kits, Richmanclub's past short film compilation DVD, and interview scheduling, screening videos, sound clips, high-resolution film stills etc are also available upon request. Thank you very much for your time.