

THE REGENESIS EXTENDED REALITY GAME WINS GEMINI AWARD FOR BEST CROSS PLATFORM PROJECT

Tuesday October 17, 2006 – Xenophile Media was awarded the Gemini for the Best Cross Platform Project for The ReGenesis Extended Reality Game at the 21st Annual Gemini Awards in Toronto. The prize is awarded to the interactive project that best “enhances the users' enjoyment of the television program/series through such platforms as mobile, the Web and other portable devices”.



Xenophile Media produced the ReGenesis Extended Reality Game in association with Shaftesbury Films for the dramatic series ReGenesis, airing on The Movie Network, Movie Central and Global Television. The game is produced with the participation of the Bell Broadcast and New Media Fund and the Canada New Media Fund administered by Telefilm Canada.

Based on the critically acclaimed TV drama ReGenesis, the online game follows a team of scientists at NorBAC (North American Biotechnology Advisory Commission) as they investigate mysteries and disasters in the rapidly evolving world of biotechnology. The story is told over nine distinct websites, email, telephone, podcasts, video on demand and live events.

“Xenophile Media is thrilled to receive this honour after deploying the ReGenesis Extended Reality Game for two seasons with three broadcasters. This project has pushed the boundaries of Alternate Reality Games and inspired other producers and broadcasters around the world” said Patrick Crowe, Producer and Co-President of Xenophile Media.

The Extended Reality Game features nearly two hours of exclusive video footage shot on set with the principal actors. The experience begins with an interactive virtual tour of the NorBAC laboratory where players are tested and recruited to become NorBAC Field Agents. Each week, a new mission launches in tandem with each broadcast episode to tell another part of the story. Players see their actions reflected in the series, as clues from the online world

begin to influence the characters onscreen. The season two finale featured an entirely synchronized double broadcast from multiple camera angles, both online and on television.

“Alternate reality games (ARG) blend the game world with reality, using many forms of media to deliver an interactive narrative. ARGs empower players as investigators who collaborate to uncover the story and solve plot based challenges.” explained Evan Jones, Creative Director at Xenophile Media.



The ReGenesis Extended Reality Game has been an enormous success, winning the first-ever Rocky Award for Interactive Television at the Banff World Television Festival, the Canadian New Media Award for Best Cross Platform Project and the FITC Design & Technology Award for Convergence.

Visit the ReGenesis Extended Reality Game online at www.regenesistv.com

Xenophile Media is a Toronto-based production company. We produce documentaries, games, interactive TV and programming for new genres and technologies. Visit our website at www.xenophile.ca for more details.

Our most recent production is the Fallen Alternate Reality Game produced with Double Twenty Productions for The Walt Disney Company and released on ABC Family. Over the summer of 2006, players helped our heroine Faith follow her visions as they lead her on a mysterious journey around the world: www.abcfamily.com/fallen

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