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## **Vodafone and Isola del Cinema: the first edition of the “Vodafone Mobile Film Festival” takes off**

**Make a short film with your mobile and take part in the “Rome in 2 minutes”  
competition**

*Rome, June 5, 2006.* The **First Edition of the “Vodafone Mobile Film Festival”**, a competition featuring shorts filmed with mobile phones, is being launched with the aim of drawing attention to the new audiovisual means of communication.

To take part in the competition entitled **“Rome in 2 minutes”** use your mobile phone to film a short set in Rome – not more than two minutes long – and send it via mobile phone from **June 14 to July 23** to the number **346 46 46 446**.

Your film will be given a code name and can be viewed on the site [www.isoladelcinema.com](http://www.isoladelcinema.com)

All the shorts must be unpublished. They will be examined by a jury of experts and, once it has been ascertained that the subject of the video is pertinent to the theme of the competition, the maker will receive an SMS confirming that the entry has been approved, an exclusive code assigned to the video and an web address where the entrants must register by filling in a form with their personal data and a nickname.

The jury will consist exclusively of experts from the movie and TV industries and will award marks for the most artistic and funniest videos.

As a member of the public, you can vote too: just link up to the [www.isoladelcinema.com](http://www.isoladelcinema.com) site, click on “Vodafone Mobile Film Festival”, take a look at the shorts and vote for your favourite by sending its code via SMS to the number **340 43 99 006**: the third prize will be awarded to the short that receives the most SMS.

**The prizes, consisting of three latest-generation UMTS mobile phones, will be handed out on the evening of July 29, 2006** at the Isola del Cinema (Movie Island) site during a specially organised event.