



MEDIA RELEASE
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Sydney Film Festival, 5-16 June, launches its SFF2013 App for iPhone®, iPad® and Android®

The Sydney Film Festival announces the 2013 launch of the SFF2013 App, its award-winning application for iPhone and Android devices – now also available for the iPad®.

The SFF2013 App is a one-stop pocket guide to the entire festival, from film screening times to buying tickets, storing eTickets, co-ordinating with friends and guiding you to all the festival venues. Buy environmentally friendly paperless tickets moments before the screening of any festival film and simply show the ticket barcode on your device at the cinema door.

You can now use the Spp to vote for your favourite films for the 2013 Foxtel Movies Audience Award, right from the comfort of the cinema.

“The updated App allows you to buy tickets securely anywhere, anytime” said Craig Donarski, Marketing Manager at the Sydney Film Festival. “It is designed for completely paperless access to Sydney Film Festival. If you buy a Flexipass you can redeem all your tickets through the App, and even bring friends with you to the cinema without printing a thing.”

“Convenience is paramount for the customer; by providing many feature-rich apps (iPhone, iPad, Android, Web Mobile) we can seek the widest possible audience, no matter what the customer-preferred device or location,” said Rob Raulings, Director of Ferve Tickets, the technology provider for the SFF App. “With the addition of Apple Passbook and new payment authorisation capabilities, buying tickets via app is now faster and easier than ever before.”

The Sydney Film Festival 2013 App will provide fun and useful resources. You can:

- Buy tickets securely with your credit card
- Scan your device at the door – no paper tickets required
- Vote for your favourite films for the 2013 Foxtel Movies Audience Award

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- Watch film trailers
- Browse and search SFF's 2013 program and 'What's On' at the festival daily
- Shake the App and get suggestions to what is on close to you
- Sync up your films with iCal and share with friends
- Create a wish list of must-see films
- Identify sessions that are selling fast or sold out
- Find your way to the screenings with venue maps
- Keep up to date with SFF's Official Competition and guest announcements
- Get the latest festival news and gossip with one-touch access to SFF's Twitter, Facebook and YouTube pages

Note: The SFF2013 iPhone app is available to download from the App Store and the Android app is available to download from the Android Marketplace. iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. Passbook is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Sydney Film Festival celebrates its 60th anniversary this 5-16 June bringing a packed program of screenings and special events to even more venues across Sydney. The full program will be announced on **Wednesday 8 May 2013. Flexipasses are now on sale.** For tickets and full up-to-date program information please visit www.sff.org.au.

ABOUT SYDNEY FILM FESTIVAL

Sydney Film Festival screens feature films, documentaries, short films and animations across the city at the State Theatre, Event Cinemas George Street, Dendy Opera Quays, the Art Gallery of NSW and the Hayden Orpheum Picture Palace Cremorne. The Festival is a major event on the New South Wales cultural calendar and is one of the world's longest-running film festivals. For more information visit www.sff.org.au

Sydney Film Festival also presents twelve films that vie for the 'Official Competition'; a highly respected international honour that awards a \$60,000.00 cash prize based on the decision of a jury of international and Australian filmmakers and industry professionals. Previous Sydney Film Festival Official Competition winners include: *Alps* (2012), *A Separation* (2011) – which went on to win an Academy Award®, *Heartbeats* (2010), *Bronson* (2009) and *Hunger* (2008).

The 60th Sydney Film Festival is supported by the NSW Government through Screen NSW, the Federal Government through Screen Australia, and the City of Sydney. The Festival's Strategic partner is the NSW Government through Destination NSW.

What: Sydney Film Festival

When: 5-16 June, 2013

Tickets & Info: 1300 733 733 www.sff.org.au

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