Selected Actions: Call for Proposals Pilot Projects EACEA/08/2013

Country	Action	Company Name	Project Title	Proposed Contribution	%
BE	2	Limecraft BVBA	Nordic Light	357.553,87 €	48,63%

Nordic Light is an online collaborative production environment for media professionals. Based on a central searchable database, it integrates scriptwriting, production planning, editing, Intellectual Property Management and play-out applications. Data contained by scripts are decomposed into semantic elements and universally represented by the underlying data model, resulting in the automation of production processes necessary to reach the full potential of 360° publishing.
Designed as an internet application and operating in the cloud, it features realtime collaboration and coproduction and opens venues for interactive, non-linear and innovative audiovisual formats.
Limecraft leads the development, supported by Wappa and Tools of Directing. Blackthorn Studios, Raindance, Rits and Taglicht Media decide on the functionality of the system in an iteration of analysis, design and user feedback, towards releases at the end of each development cycle.

Country	Action	Company Name	Project Title	Proposed Contribution	%
BE	3	Emakina Belgique SA	Movie Hunters	100.000,00 €	50,00%

Movie Hunters aims at "gamifying" viewers' physical cinema attendance by building local and global communities and scripted interactions between members. It will offer a free mobile application for smart-phones to be used in-cinema with a "transmedia" experience that has pre-cinema and post-cinema implications. By attending a movie screening in a theatre equipped with the system, users can quickly unlock virtual treasure chests containing valuable rewards like coupons, discounts for retail items and extra video content (making of, interviews, deleted scene…). This program adds value to the purchase of a movie ticket. The user can then choose to be part of the story world and engage deeper in the "gamified" experience. By reaching out to the digital sphere, he finds and convert allies that will help him obtain more gifts. He can target other users to steal some of their items and participate to a variety of challenges, events as part of a community of interests.

Country	Action	Company Name	Project Title	Proposed Contribution	%
DE	1	Seneit Debese - Debesefilm	Just Enjoy Cinema	100.000,00 €	31,39%

debese.film has, together with Ericsson's Technology For Good programme, developed an easy-to-use application to play existing audio descriptions for blind and visually-impaired people or special subtitles for deaf and hearing-impaired people in any cinema simply at any time just using a smart-phone.
For the first time, 80,7 million visually- and hearing-impaired individuals can become cinema goers by enabling them to attend a screening of their own choice, independently. This app works also for TV, DVD, open-air cinemas, at schools and a number of other potential situations. It functions with both DCP and 35mm film. Distributors and producers gain new audiences as well as useful user insights. Feedback from test users has, so far, included words like "ingenious, revolutionary and of epoch dimensions...".

Country	Action	Company Name	Project Title	Proposed Contribution	%
EE	1	MTÜ Pimedate Ööde Filmifestival	ANIMA Portal	34.377,00 €	50 %

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ANIMA portal is a web based content & networking platform for the rapidly growing field of animation in Europe - gathering and promoting animation films and content; providing tools for project development, facilitating networking and skill pool of upcoming and established animation specialists, at the same time promoting animation festivals/events, introducing animation schools and lineups for upcoming talents. The main goal is to present & promote European animation community for a better distribution of animation films for the European and world audiences.

There is no common platform for marketing, distributing and introducing European animation films, festivals and production at the moment and animation content is not prominently featured in major industry databases.

The main target groups are filmmakers/production houses; animation film festivals/events; animation film schools; and animation audiences in Europe and outside of Europe.

ANIMA portal is based on unique web based content management and development system - BMO - developed by Tallinn Black Nights Film Festival and BMO Llc. The main features of the platform are an online screening room/video library; contacts database and skills market; common submission possibilities for animation festivals, online and offline secure video library and content delivery platform, and overview of and networking of new talents with the portfolios of animation film schools.

Country	Action	Company Name	Project Title	Proposed Contribution	%
NL	2	Blender Institute BV	Redcurrant – Open CG Animation Production Platform	213.320,00 €	50,00%

The objective of this action is to build, test and deliver a complete production platform that allows individual studios and professionals to co-operate via the internet to realise and deliver a final animation film, using free/open source software. It combines the work force, public network and competences of a leading organization in open source 3D computer graphics creation pipelines with partners in 6 EU countries who will co-develop and validate the platform. The action's implementation has been designed with the focus on enabling a large group of stakeholders who will - and need to - use the platform for their own daily work and for a large scale co-operative project. All supported activities in the action will be openly published and communicated nearly daily, available for public benefit as well as for commercial exploitation.

Country	Action	Company Name	Project Title	Proposed Contribution	%
NL	3	Amstelfilm BV	We Want Cinema	200.000,00 €	28,21%

We Want Cinema is an online platform for the audience to book a film screening in their local cinema through crowd ticketing, which means that film screenings are created and promoted by the audience itself. It gives the audience an active access to film heritage as well as new films in the cinema. By setting a critical number of tickets to be sold, it has no financial risk for organiser and exhibitor.

The platform also functions as self-distribution tool for young/independent filmmakers and content owners. By adding their film to the catalogue it becomes available for the audience (including themselves) to screen in a local cinema.

The audience is able to create groups around cinemas, genres, directors and other categories which enhances the targeted marketing and promotion strategies. The concept is a 'Software as a Service' (SaaS) and therefore easy to deploy internationally. The goal is to become the largest platform of Cinema on Demand in the European Union (and beyond).

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Country	Action	Company Name	Project Title	Proposed Contribution	%
PT	2	Beactive Produções Interactivas SA	Machinima Storyteller	255.000,00 €	49,38%

Machinima Storyteller is a platform and a digital workflow that aims to allow filmmakers to create 3D CGI animated content that can be released commercially by European audiovisual production companies. The platform will use techniques that have been exploited by thousands of gamers worldwide, but applied to professional TV and Film production environment.

The advantage of using videogame engines to generate animated sequences (i.e. Machinima) is that once design teams create the 3D assets, these assets (characters, objects, backgrounds) can be re-used not only in the output of a pre-visualization (animated storyboard) of their script but also for an animated TV episode, a film, Web series or a Videogame, offering considerable economies of scale and increasing the competitiveness of European audio-visual companies.

Country	Action	Company Name	Project Title	Proposed Contribution	%
SU	1	Fabel Kommunikation AB	Cinetopia	60.000,00 €	44,05 %

This project aims to develop an open source cloud service for distributing, promoting and marketing audio visual works to local hosts and independent cinemas. The service will be adapted to the fast emerging digital landscape and meet the content providers needs of a service combining crowdsourced logics, digital distribution, audience involvement and new business models adapted to the digital era. The service with the working title "Cinetopia" will be a multilingual service accessible through various platforms and devices offering creators of converging media projects a new business model for distribution.

Cinetopia offers the possibility for private individuals and public organizations to easily find interesting European content and create screening-events at private homes and at public institutions. Private and public hosts share the revenue from the screening with content providers, directly through Cinetopia.