

**FOR IMMEDIATE RELEASE**

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**HAWAII INTERNATIONAL FILM FESTIVAL LAUNCHES NEW WEBSITE**

**NEW FEATURE INCLUDES "SCHEDULE GENIUS WIZARD"**

*HIFF Film Guide Available Online September 25th*

HONOLULU, HI (September 25, 2009) – The Hawaii International Film Festival (HIFF) is pleased to launch its brand new user-friendly website, which includes an exciting new interactive feature called the "Schedule Genius Wizard," developed by B-SIDE, that allows moviegoers to easily organize and plan their screening schedules.

Executive Director Chuck Boller says past attendees have often complained of having trouble organizing screenings to avoid conflicts, adding "the Schedule Genius Wizard automatically takes all your movie options and organizes a personalized movie schedule. It's easy and hassle free!" The public will be able to go online from today, Friday, September 25<sup>th</sup> to see all 2009 HIFF film listings and use the "Schedule Genius Wizard."

The new "Schedule Genius Wizard" feature gives filmgoers a convenient interactive tool to utilize before attending the festival. It reassures users that they will get to see their desired films of choice by assessing screenings added to their own personal calendar, automatically fixing schedule conflicts and suggesting alternate screenings. In addition, the personal calendar and the full schedule of films and events may also be printed or downloaded.

Content and navigation on the new HIFF website has been reorganized making everything simpler and easier to find for audience members, filmmakers, sponsors, and press. This includes featured films, trailers for those films, social media channels, festival sponsors and a more full featured blog. Plus, more focus has been put on photo and video content related to films in the festival.

Using the Schedule Genius feature requires registry for a free account with a valid e-mail address. Once registered, add any screenings of interest to the personal calendar, and then click on the 'run schedule genius' button on the Schedule or My Festival pages. The Schedule Genius first asks for the dates of attendance to the festival, and then it optimizes the schedule. It also gives users the option to modify presented schedules before accepting the changes. Users can even specify travel time between different venues for the Wizard to take into account.

B-SIDE provides websites to over 250 film festivals in North America. As part of those sites, audiences can rate the films they've seen, share information on those films with friends, and get recommendations from other film goers. More than 4 million film fans have passed through B-Side's websites to date ([www.bside.com](http://www.bside.com)).

Over 170 films from 36 different countries will be featured at this year's festival. HIFF's 2009 program is being held at the Regal Dole Cannery Stadium 18 Theaters from October 15–25. Tickets go on sale Thursday, October 1st for HIFF Ohana members and Monday, October 5th to the public. General admission tickets are available for \$10 or \$9 for students, seniors, children and military. Tickets may be

purchased in person at HIFF's box office at 650 Iwilei Road #101 across from Regal Dole Cannery Stadium 18 Cinemas or by phone at (808) 548-5905.

## **Festival Information**

Established in 1981, the Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF is the premier international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. For the discovery and exhibition of Asian and Pacific features, documentaries and short films in the nation, it is a primary source. The festival has premiered such movies as ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN and CROUCHING TIGER, HIDDEN DRAGON. Plus, DEPARTURES, a Japanese film, had its U.S. premiere at HIFF in 2008, won the HIFF Audience Award and then went on to win the 2009 Academy Award for Best Foreign Language Film.

HIFF's major sponsors include: Regal Entertainment Group, Starwood Hotels & Resorts Hawaii, Halekulani, Hawaii Tourism Authority and The VILCEK Foundation.

The 2009 Hawaii International Film Festival will be held October 15-25. Images of the films can be downloaded at <http://picasaweb.google.com/hiff2009images/2009FallFilmImages?authkey=Gv1sRgCOjSudrp5ob2iwE&feat=directlink>. For more information please visit our website at [www.hiff.org](http://www.hiff.org).

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