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OVERVIEW:

The TELUS Multi-Screen Challenge is a competitive pitch competition that challenges content producers to present a concept for a product that extends across multiple screens.

We are looking for fresh concepts that incorporate an overall story and/or brand with viable and compelling experiences on each of the platforms.

At least one of the platforms should offer the end user a degree of interactivity

The submissions will be assessed and graded by the panel (according to the criteria detailed below) and grand prize winner will be announced at a special presentation at ICE 2007. □

HOW DO YOU ENTER?

Fill out the form available at www.ice07.com/html/TELUSMultiScreenChallenge. Include a short company bio, a synopsis of your concept, a marketing brief and short discussion about your business model.

You are also **STRONGLY** encouraged to include in your application, material that helps demonstrate your concept (video, website, etc..) to be emailed to info@nmba.ca □

Deadline: 12 midnight ET March 12th, 2007. □

All qualified submissions will be assessed by a jury of industry experts.

If the entrant is not already registered for ICE 2007, they will be given the choice of a free pass for the TELUS Multi-Screen Challenge session or a discounted Delegate pass to the ICE 2007 event.

After the pitch at ICE 2007, the TELUS Multi-Screen Challenge jury will deliberate and select one competitor to receive a cash award. The winning pitch will be announced at ICE 2007.

All intellectual property presented as part of the competition will remain the property of its owners. You will be required to allow the New Media Business Alliance and TELUS the use of certain materials including audio, video and photos for promotional purposes.

Finalists must be able to attend the ICE 2007 event in order to qualify to participate in the live pitch off competition for the prize and must vouch that they are the sole owner of their concept and release all rights for the promotional use of any submitted materials, exempting the contest organizers from any claims or prosecution should any dispute or legal actions should arise from themselves or other parties in connection with their submission. □

The decision of the jury is final.

Employees of NMBA, TELUS and their immediate families are not eligible to enter. □