

Emirates launch online casting for innovative L.A. movie



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Press Release Summary: Emirates Airline has announced that it is looking online to cast people to star in a short movie entitled The Exposure of Tom King.

Press Release Body: To celebrate the launch of their new route direct between Dubai and the home of movies and cinema, Los Angeles, **Emirates Airline** is giving people the opportunity to star in an L.A. movie.

The short movie, which is called '**The Exposure of Tom King**', has already been shot in L.A., but with absolutely no people in it whatsoever. The next step in this unconventional filming process involves **Emirates** quest to find the correct cast to star in the film.

They are inviting people from all around the world to audition for a role online, via their webcam, at the new [The Exposure of Tom King website](#). The site uses bluescreen technology to enable audition footage to be placed within scenes of the movie making the new film the first movie of its kind.

Emirates Airline have enlisted the help of top Hollywood casting director **Avy Kaufman**, who will be in charge of the casting to ensure the best people are found for each of the main roles. **Avy Kaufman** is highly regarded within the film industry, having been involved in the casting industry for over 20 years, and with over a hundred film credits to her name, including the Sixth Sense, The Bourne Ultimatum, the Thomas Crown Affair and Brokeback Mountain.

Visitors to the website can create their own movie trailers, watch all the auditions for the movie so far or choose to audition for a role. The final **Emirates film** will have a cast from all around the world who have never met, but will be sharing scenes together and acting via their webcams.

Auditions will be taking place until the 26th of October with the premiere taking place shortly afterward on the 7th November 2008.

About the Emirates Group:
Emirates, the Dubai airline, is one of the world's most successful and rapidly-expanding airlines. Emirates is currently the only airline to operate non-stop flights to six continents from one hub.

Emirates is by far the biggest customer of the Superjumbo which means the Emirates A380 will eventually be available on more international routes than any other airline. If a person is travelling on an A380 there will be around a one-in-four likelihood that they will be flying Emirates.

Web Site: <http://www.emirates.com/>

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