

Emirates announces the premiere of new innovative LA movie



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Press Release Summary: Emirates has announced the successful premiere of their short film The Exposure of Tom King. Using webcams to audition for roles, successful actors were added to the pre-filmed movie using bluescreen technology, and the finished film is now available to view online

Press Release Body: **Emirates**, the Dubai-based international airline, has announced that its innovative short movie "**The Exposure of Tom King**", has been completed and is now ready to premiere online.

Created to promote the launch of the new [Emirates](#) non-stop flight between [Los Angeles and Dubai](#), "**The Exposure of Tom King**" was filmed without any actors or actresses in the movie at all. **Emirates** then asked for aspiring actors and actresses around the world to [audition for roles in the movie](#) via their own webcams, and added selected actors and actresses to the pre-filmed movie using the latest bluescreen technology.

Benton Roman, the film's Director, commented, "*The main challenge in shooting a film with no one in it was to make the shots as interesting as possible, whilst framing them from the waist up so that people could easily audition via their webcam.*"

Avy Kaufman, the top Hollywood casting director enlisted by **Emirates** to find the best people for the roles in the movie, sifted through all the auditions that were submitted and picked the finest performances which have

now been composited onto the previously-shot movie. Kaufman has previously worked on major Hollywood blockbusters including the The Bourne Ultimatum (2007), Brokeback Mountain (2005), Capote (2005), Garden State (2004), Dogville (2003) and The Sixth Sense (1999).

The new five minute dramatic short created by **Emirates** tells the story of a Hollywood heartthrob named Tom King. Two opportunists discover he has a secret and then try to blackmail him for two million dollars. Horrified at the risk of exposure, Tom King will stop at nothing to prevent his secret from being revealed.

Emirates received over 200 auditions from budding actors and actresses from around the world. The lucky virtual cast were informed of their success on October 26th. [The premiere](#) of the movie was held on November 7th, and has been made available online, along with footage from the auditions.

About the Emirates Airline:
Emirates, the Dubai-based international airline, is one of the world's most successful and rapidly-expanding airlines. With a focus on high quality service and industry-leading products, Emirates has received over 400 international awards and accolades for excellence since its inception in 1985. Emirates is currently the only airline to operate non-stop flights to six continents from one hub.

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