

Philips Announces Global Filmmaking Competition To Find The Next Ridley Scott

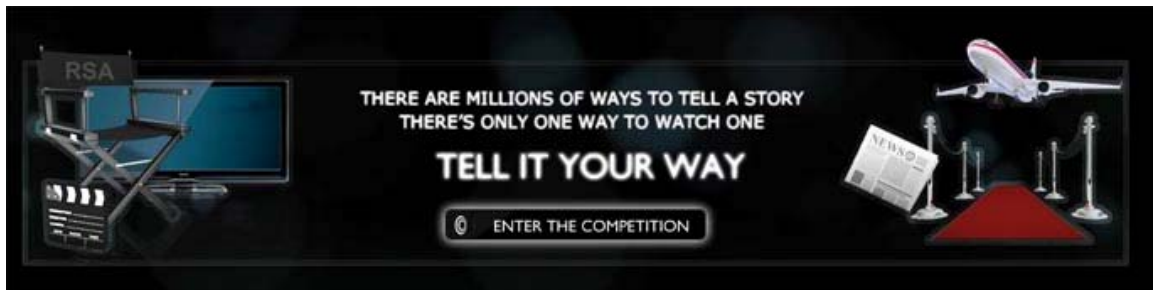


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Philips has launched an exciting global competition giving aspiring filmmakers the chance to have an original work judged by one of the world's greatest film directors - Sir Ridley Scott, director of Hollywood blockbusters including Alien (1979), Blade Runner (1982) and Gladiator (2000).



The competition, called 'Tell It Your Way', will also give one lucky winner the chance to gain a week's work experience at Ridley Scott Associates (RSA) offices in Los Angeles, New York, London or Hong Kong.

The contest involves creating an original short film to accompany Philips' ground-breaking Parallel Lines series of short films, directed by RSA talents, Greg Fay, Johnny Hardstaff, Carl Erik Rinsch, Jake Scott and Hi-Sim. The five short films, released on the Philips website are part of a cinematic project whereby each director created a film in a different genre, with a different storyline, but all following the same dialogue.

The Parallel Lines films bring to life the cinematic capabilities of [Philips TVs](#) - unique Ambilight technology, award-winning picture quality, and superior sound - and are a cinematic interpretation of the campaign idea: "There are millions of ways to tell a story. There's only one way to watch one."

"I'm delighted to be involved with a project which supports aspiring directors and I'm looking forward to seeing how the entrants interpret the single dialogue brief," commented Sir Ridley Scott.

"At Philips, we are committed to delivering a cinematic viewing experience at home. Through our partnership with RSA, we're excited to be able to offer the public the chance to create their own film and have it promoted globally as part of such a ground-breaking project as Parallel Lines." commented Gary Raucher, head of integrated marketing communications, Philips.

Competition entries are open to anyone globally and should be submitted via the official Philips Cinema [YouTube channel](#). Entries close at midnight 8th August 2010. Three rounds of judging will be held including public voting via YouTube. Finalists will be judged on criteria including creative storytelling, use of dialogue, and technical achievement. The top ten finalists will be selected by RSA directors and British Academy of Film & Television Arts (BAFTA) Chairman, David Parfitt. The overall winner will be selected from the top five finalists by Sir Ridley Scott himself.

Runners up prize packages include an invitation to an RSA film premiere in London or New York including travel, accommodation; and a number of [Philips Cinema 21:9](#) Televisions.

Full terms and conditions for the [Tell It Your Way competition](#) can be found on the Philips website.

About	Royal	Philips	Electronics
Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care,			

acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare.

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