

In Brief: Alltel calling for mobile film entries

June 16 2006

Alltel is accepting original short film submissions from U.S. users for video clips filmed on their mobile phones featuring friends and family.

Together with Atom Entertainment, the mobile carrier will be accepting entries until July 10. Ten entries will be selected on the basis of best interpretation of the competition's theme, "are you circle worthy." Alltel's My Circle calling feature allows users to receive free unlimited calls to and from the circle-enrolled numbers.

"We're pleased to be working with Alltel to give mobile consumers an opportunity to show their entertaining mobile videos to millions of viewers on AtomFilms.com," said Scott Roesch, vice president of AtomFilms. "This is our first contest for video shot on mobile phones, and we are excited to see the innovative and creative content that is submitted."

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Citation: In Brief: Alltel calling for mobile film entries (2006, June 16) retrieved 25 April 2024 from <https://phys.org/news/2006-06-alltel-mobile-entries.html>

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