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**FOR IMMEDIATE RELEASE**

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**BENDFILM WORKS WITH PINNACLE MEDIA ON NEW DIGITAL SCREENING**

*Pinnacle Media Enhances Viewing Experience for Bendfilm Attendees*

(Bend, Oregon) BendFilm recently announced a unique partnership with local film production company Pinnacle Media to offer the latest in digital projection technology for all films shown during the upcoming festival. This technology will significantly enhance the viewing experience for all moviegoers.

Putting BendFilm ahead of the curve, this partnership is also particularly timely as digital theaters are a growing national trend supported by an October 1, 2008, announcement by five major studios – Fox, Disney, Paramount, Universal and Lionsgate – to transition to digital theaters across the U.S.

Specifically for the 2008 BendFilm Festival, Pinnacle created a digital system that allows high definition playback as well as digital playback of standard definition films to vastly improve the overall viewing experience.

“We’ve spent the last few months testing and re-testing the system to ensure it will withstand the rigors of a four-day festival,” says Matt Hand, Pinnacle’s Media Head. “We worked locally with Regal Cinemas – one of the national partners in the digital cinema transition – to ensure the playback will be seamless.”

In addition to testing work with Regal, Pinnacle designed the playback system to work with the editing systems that are in use by the majority of independent film editors. To save time and money, filmmakers can also send their films directly to Pinnacle in their native digital format. Approximately a quarter of the filmmakers have already taken advantage of this service and Hand expects more to do so in the days ahead.

“Why not bring the newest, in-demand technology to Bend right now?” says Hand. “Video and film production is the heart and soul of what we do at Pinnacle, and I am so excited that we will have the best quality possible at our own festival.”

With over 15 years experience in Central Oregon, Pinnacle specializes in work that gets results. From one-camera documentaries to multi-camera, complex productions, Pinnacle provides guidance, creativity and solutions in partnership with small and large businesses.

For more information, call (541) 633-7476 or check out [www.pinnaclemediainc.com](http://www.pinnaclemediainc.com)

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