



7th September 2010

Microsoft partners with British Film Institute for 54th BFI London Film Festival

LONDON, UK – 7th September 2010 – Microsoft today announces it is entering into a collaboration with the British Film Institute (BFI) for Windows 7 to be a main sponsor of the 54th BFI London Film Festival (LFF), in partnership with American Express, which takes place from 13th – 28th October 2010. The collaboration marks the start of a range of activities which have been devised to inspire and enable creativity in British film and the other creative arts through everyday technology within Windows 7.

This forms part of an ongoing ambition to showcase Britain as the ‘creation nation’, across a wide range of arts and business, making new things possible with the application of Windows technology.

James McCarthy, Windows Product Marketing Lead, Microsoft commented, “The UK is and has always been a hot bed of amazing creative talent. From music, film and the arts, to fashion, sport and business, the British are a creative nation, something which Microsoft are proud to enable through Windows 7. Technology has a strong role to play in modern creative arts, for example the ability to record and edit short movies using free software such as Windows Live Movie Maker. Our goal is always to democratise creativity by giving as many people as possible easy access to simple tools to make new things possible. Windows 7 is just technology that enables the imagination to express itself – the movie magic then happens in their hands.”

Through its collaboration with the BFI, Microsoft aims to enable and showcase some of the best new and established British film creativity, coming both from talented



practitioners of film and also from those with creative ideas, but have not had the opportunity to participate. The first activity will be a nationwide search for Britain's budding film makers to create their own short film – the winning entry will be shown prior to the Windows 7 Gala film Premiere at the London Film Festival.

Amanda Nevill, Director of the BFI added, “We are delighted to be working with Windows 7 in new and creative ways that capture the innovation, excitement and everyday place that film has in all our lives. Partnerships such as this are intrinsic to the future strength and reach of the BFI not only through their support of our Festivals and regular events, but also through the bringing together of filmmakers – famous and emerging, global and local, with their audiences to inspire understanding and enjoyment.”

For further information please contact:

For Windows 7:

Thea MacLeod-Hall and Susie Lee @ 3 Monkeys Communications
thea.macleod-hall@3-monkeys.co.uk / susie.lee@3-monkeys.co.uk
Tel: (020) 7009 3100

For 54th BFI London Film Festival:

Simone Devlin @ Premier PR
Simone.devlin@premierpr.com
Tel : (020) 7292 8330

For BFI :

Judy Wells @ BFI
judy.wells@bfi.org.uk
Tel : (020) 7957 8919



Notes to Editors:

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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About Windows 7

Windows 7 is an operating system which helps people live, work and play and get the most out of today's exploding landscape of entertainment.

In Windows 7 we've developed hundreds of little improvements and a few big ones that add up, frankly, to a whole lot less. Less waiting, less clicks, less hassle connecting to devices, less power consumed and less overall complexity.

And with less of what you don't need, your PC running Windows 7 will help you do more by making everyday tasks simpler and easier.

We've built in improvements in the basic fundamentals like performance, responsiveness, safety, reliability, and compatibility. We designed Windows 7 to start up, shut down, and resume from sleep quickly so you don't have to wait as long to get stuff done. We've reduced the number of system prompts that can interrupt your day.

Windows 7 is clean and uncluttered, with a streamlined interface that puts the tasks you want to accomplish right at your fingertips.

About the BFI

The BFI is the nation's cultural organisation for film, keeping the breadth of voices in moving image culture alive and known. Through its venues, festivals, film releases and online, the BFI inspires people to understand and enjoy film culture, ensuring that everyone in the UK can see the broadest range and choice of films, otherwise not provided by commercial cinema. The BFI reaches an audience of over 7.5 million in the UK every year.

The BFI London Film Festival champions creativity, originality, vision and imagination by annually showcasing the best of contemporary world cinema, documentaries, shorts, animation and experimental film. The Festival is a highly regarded and anticipated event in Europe's cultural calendar, attracting leading international filmmakers, industry professionals and the media together with large public audiences to London for a two week celebration of cinema.



Last year's Festival hosted 193 feature films and 113 short films from 46 countries including 15 world premieres. There were 515 screenings and 553 filmmakers in attendance, drawing the highest ever audience attendance of over 130,000 filmgoers. The Festival opened with the World Premiere of FANTASTIC MR. FOX and closed with the World Premiere of NOWHERE BOY.

This year's Festival is in the second of a three-year Lottery funding partnership with the UK Film Council.

The BFI is a public body part funded by DCMS through the UK Film Council. For every £1 it receives in grant-in-aid, the BFI raises a further £1.50 through self-generated means.

www.bfi.org.uk
www.bfi.org.uk/lff