

# Cyberjaya organises digital video contest

By GEETHA KRISHNAN

**I**N A move to do away with the perception that Cyberjaya is only about information and multimedia technology, developer of the intelligent city, Setia Haruman Sdn Bhd recently launched the Cyberjaya Digital Video Competition (CDVC) 2003.

Organised for the first time, the competition is geared towards providing an avenue for filmmakers at all levels – amateurs, professionals, students and even home viewers – to display their skills and talents in digital filmmaking.

Setia Haruman general manager (corporate and finance) Noor Azman Yusof said the three-month-long competition also proved there was ample room for creativity and innovation in Cyberjaya.

"When he launched Cyberjaya a few years ago, Prime Minister Datuk Seri Dr Mahathir Mohamad said the city should not only flourish in IT but also place importance on creativity and innovation," said Azman.

Themed "Digital Expressions", the CDVC invites entries for 10 categories – 2D or 3D animation, Cyberjaya, documentary, home movie, music video, experimental film, tourism, drama, humour or spoofs.

Entries should be between 30 seconds and five minutes, in VHS, Hi-8, Digital FM or Mini DV formats.

Submissions are to be posted on the CDVC website, [www.cyberjaya.tv](http://www.cyberjaya.tv) where the public can view the entries online in streaming format.

Besides a panel of 12 judges, the public are encouraged to vote online.

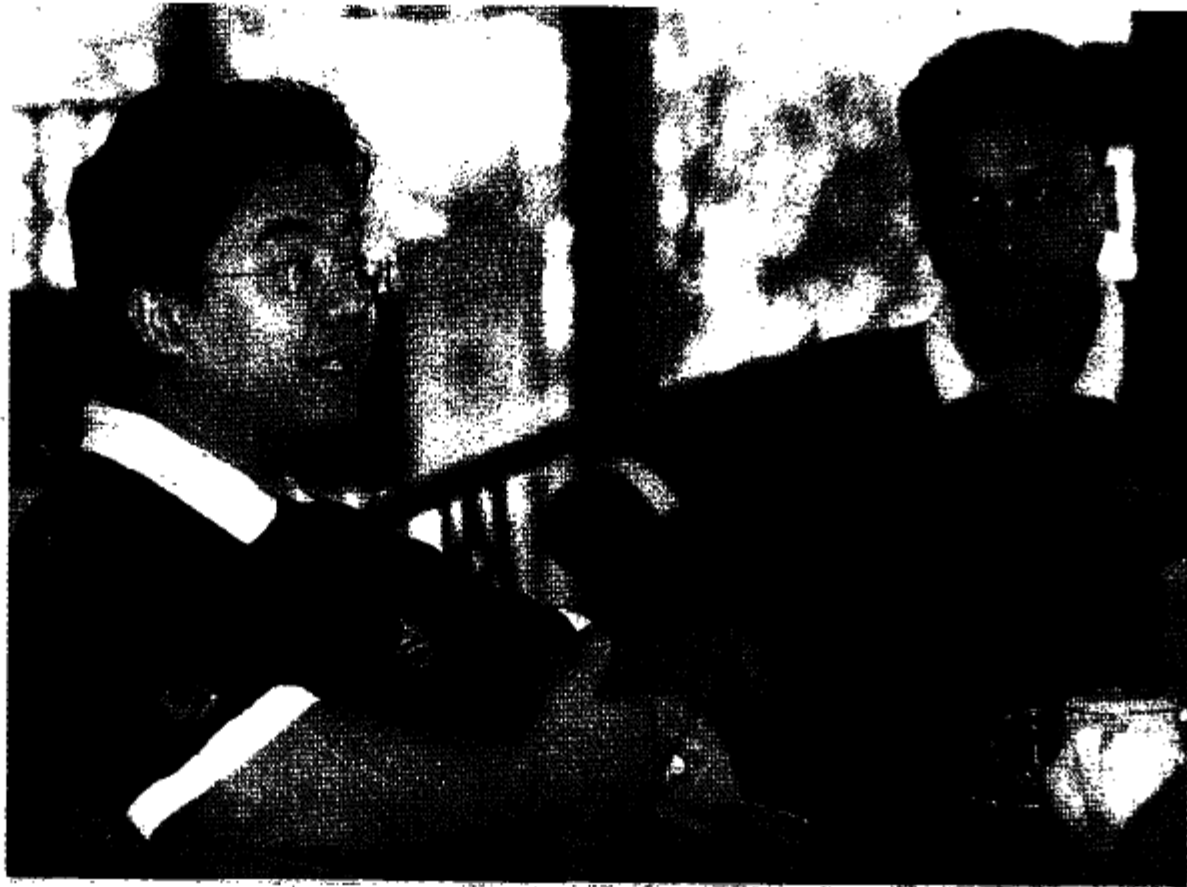
The closing date for entries is July 15 and all works produced from Jan 1, 2000, are eligible.

CDVC competition director Ben Rongen is currently involved in road shows to gauge the extent of digital filmmaking talent in local college students and also be on the lookout for aspiring filmmakers with potential.

Rongen has won several Malaysian Video Awards and currently specialises in directing and producing commissioned videos.

Colleges involved include Kolej Damansara Utama (KDU), Ninti College, Centre of Advance Design (Cenfad), Akademi Filem Negara, Sunway College, Limkokwing University College of Creative Technology (LUCT) and Multimedia University (MMU).

"The students I've spoken to so far have



Noor Azman (left) and Azharin Khamis talking about the digital video competition.

immense potential and talent that is just waiting to be harnessed.

"They might be more reserved than Western filmmaking students but the skills are there. I've had students come up to me and enquire whether they can send in more than one entry," said Rongen.

"They're not worried about budgeting and cost but are focused on displaying their creativity. To-date, we've received about 40 pledges and 10 submissions are already online," he added.

Students of the high-tech generation, he said, were more willing to experiment with high-tech gadgets. It also helps that equipment has become affordable over the years.

During the duration of the competition, Rongen will be conducting a series of filmmaking workshops for amateurs and students.

The first workshop will be held on June 7 from 10am to 5pm at Cyberpark, Cyberjaya. Dates and venues for future workshops will be

posted on the website soon.

Besides key sponsors TV3 and Good Works Productions Sdn Bhd, Setia Haruman is also working with Universal Music and the company has poured more than RM10,000 into the music video category where aspiring filmmakers will be given the chance to direct, produce and edit a music video featuring Camelia and Urban Exchange.

"Competition winners will not only take home cash but more importantly will have access to production facilities where sponsors will arrange for use of film studios, film equipment, post production facilities and workshops," said Setia Haruman Technology Sdn Bhd senior manager business development Azharin Khamis.

Entries are to be of a tasteful standard with zero offensive material and should be sent to CDVC 2003 project co-ordinator Jaime Zulkifli (03-8312 8192 or e-mail [digitalvideo@cyberjaya.tv](mailto:digitalvideo@cyberjaya.tv)). Entry forms can be downloaded from the website.