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HMC WIN 3 AWARDS FOR INNOVATION

NEWS RELEASE

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HMC INTERACTIVE Win 3 Awards Including Overall Prize For Media Innovation

<http://www.hmcinteractive.co.uk/press/>

HMC Interactive have been declared the most innovative company in Devon & Cornwall at the first annual Media Innovation Awards. HMC won in both the website and installation/exhibition categories before being awarded the overall trophy for innovation.

More than a thousand creative industries practitioners were invited to enter the prestigious Media Innovation Awards - a new initiative celebrating the cutting edge use of screen-based media across Devon & Cornwall. Thirty-two creative companies were nominated for 11 categories which were judged by a panel of respected industry experts. The prizes were handed out at a gala awards ceremony hosted by ITV presenter Richard Bath.

HMC Interactive's first award of the evening was presented for their community website project Plymouth Music Zone (www.plymouthmusiczone.org.uk). The judges called it "a bright and dynamic site with accessibility at its heart that reaches and engages its target audience."

Next came a win for The Purple Planet in the installation/exhibition category. Working with production agency Newangle and a host of other companies, HMC Interactive produced the state of the art exhibition for Cadbury World in Bourneville. The judges described The Purple Planet as "creating a memorable sensory experience in an innovative way."

Purple Planet is a realm of mirrors, wall-sized screens, hidden cameras, motion detectors and interactive projections that react when you touch them or move your body. They form a series of mind-stretching virtual exhibits including such features as chocolate rain falling from the sky and a photo booth that moulds people into cyber chocolate sculptures.

The final victory of the evening was the 2007 Media Innovation Trophy - an overall accolade presented to the "best of the best". HMC Interactive were awarded the prize for "creative and technical innovation", making them the most awarded company of the night.

Managing Director Korash Sanjideh described the night as "a brilliant event that shows some of the amazing talent in the region. I was thrilled to win one award, but three is just amazing."



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HMC Interactive were also delighted to see their former University lecturer Dan Livingstone win the award for Outstanding Individual Contribution to Innovation. HMC Interactive's Creative Director Mike Cobb said "Dan has been a mentor and an inspiration to us and he absolutely deserves to be recognised for his hard work and devotion to his students."

HMC Interactive are currently finishing work on a new exhibition at Greenwich's prestigious Royal Observatory. After the success of the Purple Planet, Cadbury World have also invited them back to Bourneville to create more chocolaty innovation.

RELEASE ENDS

Notes to editors

Further information available at <http://www.hmcinteractive.co.uk/press/>

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