

Virtual McCain, Obama to Debate in Moviestorm

U.S. Election Pack Released for Animated Moviemaking Software

CAMBRIDGE, U.K. Friday September 26, -- Short Fuze today announced the release of a new downloadable content pack for their 3D animated moviemaking software, Moviestorm. The pack features new sets and characters with a decidedly U.S. Election theme. Boasting new character models of Presidential candidates Barak Obama and John McCain, the pack also includes look-alikes in the guise of Vice-Presidential nominee Sarah Palin and President George Bush. Also included are an Oval Office set, TV Studio, Press Room and even a re-creation of Governor Palin's Alaska office.

This pack will be big news for satirists wanting to take advantage of breaking news headlines to create animated movies and spoof news items around the Presidential debates and campaigns running up to the November Election.

The company will continue to update the pack with new content over the coming weeks, including Joe Biden and Hillary Clinton models.

Matt Kelland, Creative Director at Short Fuze, commented, "Moviestorm is all about giving people the opportunity to say what they think, in a new and entertaining way. Right now, the race for the White House is probably the hottest topic in the world, and everyone has an opinion they'd like to share."

Moviestorm is free software downloadable from: www.moviestorm.net. The software allows anyone to create anything from video messages to film epics for a fraction of the cost and effort involved in using more complex tools. Once completed, movies can be exchanged with friends via video-sharing websites, social media sites or the Moviestorm website. The Election Pack can be purchased for only \$12.99 (£6.99) for the online store at: www.moviestorm.net/store.

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About Short Fuze

Founded in 2003 by Cambridge, U.K. entrepreneurs Matt Kelland and Dave Lloyd, Short Fuze began researching emerging forms of media including innovative ways in which computer game technology could be applied to non-game environments and media. The company began to focus on Machinima, a technique for making films using game technology. Their debut film, No Licence, received critical acclaim, and is still regularly shown at film festivals and game conferences worldwide. Matt and Dave then contributed as principal authors to the book Machinima, the first book on the subject for the general reader.

Short Fuze had its first major financial success in November 2005 when it won seed funding of £450,000 from a consortium of investors in the Running of the Gauntlet competition. With this, they developed a prototype and researched the market. This was followed in 2007 by 1st round funding of £950,000 to develop a full version of the software for launch in mid-2008. The company currently has nine patents in process.

Moviestorm (TM) is a trademark of Short Fuze Limited.

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