

## Making a Film in Your Lunch Break Becomes a Reality

### *Moviestorm Will Attract a Whole New Generation of Amateur Movie Makers*

CAMBRIDGE, England, August 15 -- Short Fuze Limited, the award-winning Cambridge company set up to bring movie making to the world, today announces the first consumer release of Moviestorm.

Moviestorm is a complete software package for creating animated movies that is both easy-to-use for first-timers and fully featured for advanced movie makers. It can be downloaded free from <http://www.moviestorm.net>

Moviestorm takes first-time users through the entire movie making process from set-building, character creation and script-writing to titles, credits and editing in under fifteen minutes, ending up with a digital animated movie that can be uploaded to YouTube or Moviestorm's own site with a single click.

The base Moviestorm pack is free and includes everything required to make a simple movie. Additional content packs, providing more costumes, sets, props and animations, are available from Moviestorm for under GBP10/US\$20.

David Bailey - CEO of Short Fuze commented: "For too long, creating a film or visual message has been shrouded in mystery and has been beyond the reach of most people. The reality is that with our software, anyone can create a film in their lunch break using our Quick Start Movie process. Moviestorm also provides experienced film makers with a comprehensive movie making tool to help them translate their visions to a screen easily and cost effectively."

Matt Kelland and Dave Lloyd, co-founders of Short Fuze, added: "We built Moviestorm to bring personal movie making to the world, and this release is a huge step forward. With nothing but Moviestorm - and your imagination - anyone can make a movie, put it online, and experience the sheer pleasure of being a movie maker. Moviestorm proves what we've always believed - given the right tools at the right price, more people will make movies than you imagine."

John O'Boyle Director of Sales and Marketing, was extremely upbeat about Moviestorm's long-term future. "We've had over ten thousand early adopters helping us to refine Moviestorm over the last year. We have listened to what they have said, and used their feedback to build a strong, versatile product that can be used by anyone regardless of their creative background. Moviestorm has developed significant opportunities with film makers, corporates and educational institutions worldwide."

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# PRESS RELEASE



## About Moviestorm

Moviestorm allows customers to:

- Create sets and characters based on a library of customisable templates and 3D models
- Record dialogue for characters to speak back
- Choreograph scenes using a wide range of stock animations
- Film scenes using multiple cameras, and edit the footage into a complete movie
- Upload movies directly to YouTube , the Moviestorm website and produce files suitable for other video-sharing sites.

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

## For further information

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