

Press release – 1 September 2005

INTEGRATION 21 10th Eyes & Ears Conference 22 & 23 September 2005 in Cologne



INTEGRATION 21 is the motto of the 10th Eyes & Ears Conference on 22 & 23 September 2005 in Cologne. Organiser of the 10th Eyes & Ears Conference is Eyes & Ears of Europe. Eyes & Ears of Europe, the Association for Design, Promotion and Marketing of Audiovisual Media, is the professional communication platform for all those who work in the strategic planning, creation and realisation of audio-visual communication in the areas TV, film, radio, internet, mobile, games and events.

The sessions at INTEGRATION 21 – 10th Eyes & Ears Conference will be:

- INTEGRATION 21
- Which stars does a brand need?
- Global brands in the European territory
- At the zero-point of the HDTV world?
- Language & text in the context of the on-air-promotion
- Criteria for the strategically relevant audio design
- Eyes & Ears Junior Highlights 2005
- Mobile Entertainment
- Branded Advertainment
- Trailer Design between cliché & innovation

In the course of the 10th Eyes & Ears Conference INTEGRATION 21 about 50 re-known industry representatives will focus on these key issues in the course of concise case studies. Furthermore they will discuss in general the status quo as well as the perspectives of design, promotion and marketing for TV, film, radio, Internet, mobile, games and events with the participants of the event. About 300 guests from different media and communication segments are expected to take part in the 10th Eyes & Ears Conference INTEGRATION 21.

The partners of INTEGRATION 21 – 10th Eyes & Ears Conference are **RTL Television, Super RTL, Interone Worldwide, CBC Cologne Broadcasting Center, CRAXX Medienproduktion, RTL CREATION, ifs internationale filmschule köln, DISCOVERY CHANNEL, MIDRAY, DMC, Avid, Siemens, VFFVmedia und die Stadt Köln.**

For the detailed programme, further information, photos, your press accreditation and interview options please contact:

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