

## Ringtones will soon look good

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Agency: **basicpeople**

BERLINCALLIN' is calling all artists and creative people to submit videoringtones and video clips  
The Art Directors Club is sponsoring this initiative

A new platform for videoringtones and video clips has been launched in Germany's capital: BERLINCALLIN' starts with an appeal: artists and creative people are invited to help shape this exciting new format. Three new bids provide the framework for this action in which audio-visual artists are asked to create original clips up to 15 seconds in length. These are: Babycradle Romania, media.net berlinbrandenburg, and PremiereWin. Furthermore, video clips up to three minutes in length will be needed in the near future. This initiative is being supported by the Art Directors Club of Germany (ADC).

The telecommunications industry has heralded videoringtones (VRT) and video clips as the format of the future. Successors to regular ringtones, these clips are enriched by visual elements, offering far more room for creativity, whilst providing an excellent platform for branding, as well as creating new opportunities for the advertising industry as a whole. BERLINCALLIN' acts as a catalyst between these two worlds: creative contributions are first collected and stored in our database, then made available as downloads or for use by advertisers. BERLINCALLIN' offers creators a marketplace to present their work, as well as a fair, transparent, 50% share of subsequent marketing profits.

To help kick off this new platform, three bids are available to give creative people an opportunity to prove their abilities. Original, intelligent contributions are wanted, which will leave a lasting impression, and which can be passed around amongst friends and colleagues. Babycradle Romania is a private, non-profit organisation that is looking for a clip to be titled "Donate a Future". The clip should attract attention and encourage donations. media.net berlinbrandenburg is a media network that bundles its members' expertise and which is helping to shape the future of Berlin and Brandenburg. The gambling channel PremiereWin is looking for a clip that presents the subjects of horse racing, lottery, and skill games in a humorous manner. Additional information about the bids is available at the following link: [www.berlincallin.com](http://www.berlincallin.com).

Irrespective of these bids, BERLINCALLIN' is always on the lookout for original video clips for their databank. Clips can be up to three minutes in length.

The Art Directors Club of Germany (ADC) e. V. is supporting this initiative, helping underscore the importance of high-quality videoringtones as a new form of advertising. Professor Hans-Joachim Berndt, head of the ADC Interactive, on this: "Videoringtones offer whole new opportunities for advertisers. We welcome the fact that BERLINCALLIN' is assuming a leading role here, placing creativity and quality in the foreground. Not just the industry and artists, but consumers too will know how to appreciate high quality in this new format. This is why we are glad to support this initiative."

Additional information about BERLINCALLIN' is available at the following link: [www.berlincallin.com](http://www.berlincallin.com).

Information about the Art Directors' Club of Germany (ADC) is available at: [www.adc.de](http://www.adc.de).

Informationen zu BERLINCALLIN'

BERLINCALLIN' was formed by Julia Snyder (Managing Director), Tom Lang (Creative Director) and Mark Dare Schmiedel (Marketing Director). Their goal from the outset has been to promote excellence in the development of videoringtones and video clips. In doing so, they seek to distance themselves from the negative image that ringtones have acquired.

BERLINCALLIN' places great value on close co-operation with creative people and artists, who both create the clips and

share in the profits. BERLINCALLIN' offers this new medium with high-quality content, specially tailored to suit new generation mobile devices and the web. Furthermore, BERLINCALLIN' functions as a catalyst between the artists and creative people producing videoringtones and clips, and companies seeking excellence in these fields.

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