



**FIRST OF A KIND PANEL DISCUSSION CHAMPIONING INCLUSION
FOR SENSORY CHALLENGED AUDIENCES
TO BE PRESENTED BY
GLOBAL EVENT & MEDIA ACCESSIBILITY INITIATIVE &
15TH ANNUAL ARPA INTERNATIONAL FILM FESTIVAL**

The 15th Annual Arpa International Film Festival (Nov 29-Dec 2, 2012/affma.org) and Global Event & Media Accessibility Initiative (GEMAI/www.gemai.org) will present an industry panel "Re-Imaging the Audience: Media and Event Accessibility for the Blind and Deaf." It was announced jointly today by Festival topper Alex Kalognomos and GEMAI's Marc Bovee. The panel, which is free to the public, will address the latest innovations in captioning and described video delivery technology. The panel will also discuss the need for filmmakers to begin incorporating these innovative approaches in the future to create a more enhanced entertainment experience to the over 50 million sensory challenged Americans. The panel will be interpreted for the deaf and hard of hearing.

Since the narrative becomes more inclusive and accessible to the differently-abled, this multi-experienced and multi-cultured panel will include a "who's who" of accessibility work and advocacy. The panel will be hosted by Hollywood luminary Katharine Kramer and include as panelists Nanci Linke-Ellis (Captionfish), Steve Ellis (InSightCinema), Hilari Scarl (director, producer, writer, "See What I'm Saying: The Deaf Entertainers Documentary) CJ Jones (CEO, Sign World Media), David Zimmerman (Meet The Biz) and Marc Bovee (GEMAI).

In addition to the frank and inspirational conversation the panel will present an 11-minute short narrative film titled, "The Most Beautiful Thing" from filmmaker Cameron Covell. The film which demonstrates the new technology, has been engineered to be experienced by audiences of all sensory abilities.

Additionally there will be time for questions and answers with the audience to explain the workflow and technology so that filmmakers can begin to build brand awareness to the emerging accessibility market by learning how to make their films accessible to all audiences.

The free event will be held on Sunday, December 2, 2012 at 11:00 am at the Egyptian Theatre (6712 Hollywood Blvd, Hollywood, CA 90028). Those interested in attending this free event must register online at: <http://www.itsmyseat.com//events/442425.html>

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