

Press release

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From Vilnius - straight to the final of international competition of creative innovations

DIP Studio's project has found its way to the final of an international competition "Content 360°". This competition is held annually in Cannes (France) and takes place during one of the biggest media fares "MipTV".

The company of Internet technologies and advertising will compete with the two other finalists in the "On-Demand Participation" category. It's the only company from the new EU members in the final.

The main task of the competition is to present an idea of technology application which would be innovative, interactive and at the same time simple and user friendly. There were **449** projects from **36** countries presented. **25** finalists were picked out by a jury from BBC, Ogilvy, South Korea and Canada national televisions.

The contest will be set April 16-21. Its objective is to encourage the creation of new ideas in the spheres of various mobile technologies and Internet use, as well as support their realization. Dip studio will attend the final on April 19th in Cannes. The winners of 8 categories will share approximately €100.000 for further development of the project.

On-Demand Participation is a type of services, which fits all personal requirements of a user. This is when TV is mixed with the Internet. Vladimiras Lekecinskas, the director of DIP Studio, is very happy about his company's achievement in this category. He thinks that his employees use the competition to show their experience to the world, share their ideas with colleagues, make new contacts.

"Dynamic Internet Project Studio" was founded in 2003, in Vilnius. Now it works on projects from all over the world. The company offers complex services for website advertising and development, for example Search Engine Optimization, contextual advertising, technical analysis of internet projects, developing of e-commerce systems, etc.

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