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Sound Venture and Pixelera Announce their Latest New Media Co-Venture

Sound Venture Productions and Pixelera.com are pleased to announce their latest Web-based, new media co-production: <http://www.thetoycastle.com> .

<http://www.thetoycastle.com> is based on Sound Venture Productions' successful new TV series "The Toy Castle", currently airing on Treehouse TV. The website will offer on-line interactivity to young children and their parents to allow them to interact with the cast and characters of this popular new pre-school series. Through multimedia, including Flash Technology, <http://www.thetoycastle.com> will provide children with the ability to create their own Website, participate in games and learn valuable life lessons on-line.

"The Internet creates an exciting medium to provide educational content that makes learning fun. <http://www.thetoycastle.com> also stimulates an on-going relationship between Pixelera and Sound Venture," says Stephen Foley, President of Pixelera.

Every project we do now should have an interactive component," echoes Neil Bregman, President of Sound Venture Productions. "Our strategic partnership with Pixelera has allowed us to adapt our content for new media applications, making both companies stronger. We are excited about this partnership and are in the process of solidifying it."

<http://www.thetoycastle.com> is the second co-production between the two companies, whose first collaboration, <http://www.parliamentbuildings.com> was based on Sound Venture's 2-hour documentary called "Jewel on the Hill - The Story of Canada's Parliament Buildings". Both projects provide excellent examples of convergence - combining television content with internet interactivity.

<http://www.thetoycastle.com> was funded in part by Telefilm Canada's Multimedia Development Fund. The fully interactive site will be activated in December.

Pixelera develops customized e-Business and new media solutions through a combination of product and service offerings. Visit <http://www.pixelera.com> for more information. Sound Venture Productions is an Ottawa-based, independent television production company. For a complete program catalogue, visit <http://www.soundventure.com> .

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