

## PRESS RELEASE

### Digital Emmy for transmedia crime thriller "Dina Foxx - Deadly Contact"

Exozet responsible for technical production of the award-winning project.

**Berlin, April 14, 2015** *The German production 'Dina Foxx – Deadly Contact' has been awarded an International Digital Emmy in the category Digital Program: Fiction. The TV and online thriller is a UFA FICTION and UFA LAB transmedia production for ZDF. The Berlin based agency Exozet assumed the technical production of the two-part series' diverse online world complete with videos and games.*

"We are very proud of this award. Dina Foxx offers an impressive transmedia experience" said Frank Zahn, CEO of Exozet, "we were able to play the story across various media and really take full advantage of all of their possibilities. This is the future of television". On behalf of UFA LAB, the agency developed a multilayered virtual world. This world complements the two-part series with three interactive storylines: Series, Game and 360° Video. By experiencing these storylines, users can view the thriller from a completely different angle. In the *Series* area seven videos reveal surprising twists that set the film in a new light. Exozet built the slider by which users easily zip between videos.

In the area *360° Video* the users are able to see scenes from the thriller in any perspective they chose from a full panoramic view. Exozet programmed an innovative 360° video player that plays both video and graphics. A further development of the agency is hidden in the individual video scenes themselves: the so called "TVNEXT SurfaceTags". When clicked, these interactive elements in the image open a riddle.

The third narrative forms the *Game*: players assist the scientist Kilian Berger in finding a cure for the disease, from which so many became sick in the first part of the TV series. For this purpose they combine groups of three identical atoms together with only one solution being the right one. Exozet was in close coordination with the UFA LAB with respect to the game's purpose, was responsible for game art and for programming in 50 levels.

Whoever solved all the riddles correctly could watch the second part of the film online before it was broadcast on TV. The entire project is also available as an app.

The 10<sup>th</sup> International Digital Emmy Awards took place on April 13<sup>th</sup> at the Grand Hyatt Hotel Martinez in Cannes. Competing against the thriller were three other productions: "Are You On The Blacklist" from NBC's "The Blacklist", the Japanese production "Hanbun no Sekai" and "Geração Brasil: Filma-E" by the Brazilian Globo TV. The Digital Emmys are awarded by the International Academy of Television Arts & Sciences in three categories: Fiction, Children & Young and Non-fiction.

"Dina Foxx – Deadly Contact" on the web: [dinafoxx.zdf.de](http://dinafoxx.zdf.de)

#### About Exozet

Exozet is the agency for Digital Transformation and Germany's leading digital agency in the field of media and entertainment. With 140 employees in Berlin, Potsdam-Babelsberg and Vienna, Exozet advises and guides the digital transformation of companies like Axel Springer, BBC, Red Bull, Audi and Deutsche Telekom since 1996.

#### For questions or requests for interviews, please contact:

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