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NEW THRILLER WEB SERIES *LUMINA* DEBUTS SEPTEMBER 8

Hong Kong, SAR, China (Monday, August 31, 2009). Creating worlds is a passion and one that writer and director Jennifer Thym enjoys. When she entered the film world in July 2008, the investment banker turned filmmaker decided to take a novel approach to reaching her audience. “With *LUMINA* we wanted to go beyond the conventional format of short film,” says Jennifer Thym, “and create an online fantasy series with wonderful potential for interactivity with its viewers.” As theatrical and DVD sales fall around the world, viewers are increasingly turning to the web for entertainment. “The online audience is already there. To me, it’s about connecting to them with an engaging and beautifully told story.” “*LUMINA* will open your minds cinematically, and the story will open your hearts to the impossible,” says producer Sommer Nguyen.

LUMINA stars actress and model JuJu Chan, who also stars in the new RTHK reality show on poverty and is the winner of Miss United Nation International Ambassador 2009, Miss United Nation China, Miss Congeniality and Miss TVB People’s Choice for Miss Chinatown USA Pageant 2009. Michael Chan, star of the viral hit *Wall Street Fighter IV*, and Vince Matthew Chung, winner of *The Amazing Race Asia 3*, co-star.

The series features music from around the world, including songs from groundbreaking music collective The Enigmatic Army, American college circuit favorite Tim Be Told and China Global Battle of the Bands winner Killer Soap. “Good music is integral to drawing viewers into the story, and I’m honored to have collaborated with such talented musicians,” says Jennifer Thym.

LUMINA the Web Series premieres with a double webisode release on Tuesday, September 8, 2009. The accompanying press conference will include a screening of the first two webisodes and an exclusive Q&A session with the cast and director.

WHEN: 5 pm, Tuesday, September 8, 2009

WHERE: Scirocco, 1/F, 10-12 Staunton’s Street, SoHo, Central Hong Kong

FOR ALL INQUIRIES, PLEASE CONTACT:

Jennifer Thym, Director
RockGinger Limited
Mobile: +852 9546 9489
e-mail: jen@rockginger.com

Sommer Nguyen, Producer
Sommertime Productions
Mobile: +1 310 629 8670
e-mail: sommer@sommertimeproductions.com



FACT SHEET

FORMAT:

Original English language web series filmed on the RED ONE, 2:1 aspect ratio, shot at 4K resolution and mastered at 2K+.

DURATION:

63 minutes total running time

SCHEDULE:

The first season consists of nine webisodes, four to eight minutes each, and will be available free to view starting Tuesday, September 8, 2009, on the website www.luminaseries.com. A new webisode will be released every Tuesday.

GENRE:

Fantasy thriller/suspense

SYNOPSIS:

Lumina Wong (JuJu Chan) is beautiful and works far too much; although she lives in a city of millions, she still feels lonely and isolated. Late one night, Lumina has a chance encounter with Ryder Lee (Michael Chan), a handsome young man from another world that she can only see in mirrors and darkened window reflections. She revels in the fantasy relationship until mirrorspy Eben Sanchez (Jacob Ziacan) comes into her life, warning her of the treacheries of the people of the Dark Realm. Soon Lumina must choose between the safety of the world she knows and the deadly allure of the unknown.

CAST:

LUMINA WONG - JuJu Chan
RYDER LEE - Michael Chan
TEDDY WAITS - Vince Matthew Chung
EBEN SANCHEZ - Jacob Ziacan
LAETITIA RICOU - Emilie Guillot
ELIZA CHAN - Shell Z. Zhu
JAMES WESTON - Lawrence Jacob Milman
SERENA FONG - Kate Sullivan
DITA SAUNDERS - Aisling Kinsella
DAMIEN WU - Simon Yin
LADY SIUHUA HAN - Lorea Sola
LORD AMAURY DE LING - Spencer Douglass
YURI THE THIEF MASTER - Jaime Cham
TRAM MIRRORSPIY - Lucas Griego
SECURITY GUARD - Jayson Li