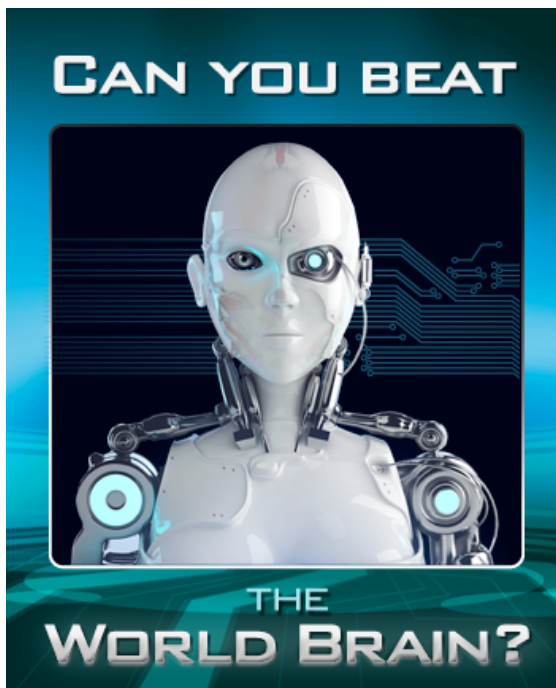


MEET THE WORLD BRAIN

Meet the World Brain. New online game experience launches to support the Sundance-nominated documentary ***Google and the World Brain***; reminds us that, on the internet, not everything is as it seems

<http://apps.facebook.com/theworldbrain/>



LONDON – 28th August 2013 – A new online game, **Meet the World Brain** – created to support the launch of a Sundance-nominated documentary about the future of knowledge, raises questions about the dilemmas and dangers of sharing information on the internet at a time when the public is questioning online privacy and corporate behaviour more and more. The launch is timed to coincide with this weekend’s US-premier of the film on Al-Jazeera America.

The Facebook game, **Meet the World Brain**, represents a radical new way of marketing a serious documentary; bringing gaming, Facebook marketing and filmmaking together to strengthen the call to action.

The game introduces us to a humanoid robot who asks us some seemingly innocuous questions in the interests of creating “a planetary memory for humankind.” But before long, her altruistic intentions disappear and things begin to

take a more sinister turn – will you submit and merge with her to create the perfect harmony of user and machine?

Created as a parable to promote Polar Star Film’s new documentary, ***Google and the World Brain***, directed ed by Ben Lewis, the experience meeting the sinister World Brain is an unsettling one. As she leads you step by step into uncharted territory, your data becomes the way-finder to explore an increasingly uncertain world. Is she who she says she is? Should you allow yourself to be seduced by her grand notions of an information symphony for all humankind? Can you trust her when she says she won’t be evil?

Participants are given an unsettling – if not terrifying – experience that prompts them to think about the value of the information that they share online. Once you enter into her world, The World Brain asks you a few questions, promising she ‘won’t be evil’. You are asked to confirm some details – is this what you look like? Which of these memories is your favourite? Before long, it’s revealed that she has other intentions and is gathering your data for another, darker purpose. You see a map flicker on screen – it begins to zoom into your city, your street and, even, your house.

Jason DaPonte, Managing Director of The Swarm, and co-creator of the promotional game said: ***Google and the World Brain*** tackles an uncomfortable truth; we’re not mindful enough about data protection and personal privacy. The game brings a very serious subject to the audience that needs to hear it most – those who engage with games and apps without thinking that their data may be under threat. By bringing gaming, Facebook marketing filmmaking together to promote the film, the call to action is filtered via the most relevant channels – strengthening the overall message to those whom the documentary is aimed at.”

About *Google and the World Brain*. In 2002 Google began to scan millions of books in an effort to create a giant global library, containing every book in existence. They had an even greater purpose – to create a higher form of intelligence, something that HG Wells had predicted in his 1937 essay "World Brain". But over half the books Google scanned were copyrighted, and authors across the world launched a campaign to stop Google, which climaxed in a New York courtroom in 2011.

The film will next be transmitted on Al-Jazeera America on 1 Sept at 9pm ET / 6pm PT.

The film is a POLAR STAR FILMS and BLTV production
In co-production with ZDF/ARTE, BBC, TVE and TVC
Directed by Ben Lewis

Produced by Die Asta Experience (<http://www.dieasta.dk>), The SWARM (<http://www.entertheswarm.com>) & Portaplay (<http://www.portaplay.dk>) for Polar Star Films (<http://www.polarstarfilms.com/en/>).

The film's website: (<http://www.googleandbrain.com>)

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Images for editorial use:

Character image:

http://entertheswarm.com/?attachment_id=834

Game Screen shots:

http://entertheswarm.com/?attachment_id=833

http://entertheswarm.com/?attachment_id=832