

Trailer Park Advanced Content Aligns with Jargon for Strategic Programming Partnership

Feb 2, 2011—Industry innovator **Trailer Park Advanced Content** continues to fortify its growing stable of hybrid developers in the emerging platforms space, aligning with media developer and producer **Jargon**. Initially, the new strategic partnership will focus on BD-Live, interactive features for Blu-ray and Android Mobile Apps.

“Jargon rounds out our stable of 40+ developers who span Blu-ray and iOS programming, and adds BD Java and Android chops to respond to the overwhelming demand in the entertainment and mobile space,” comments Curt Doty, President, Trailer Park Advanced Content (TPAC). “Bhanu and her team are the best in the business and together we create a compelling offering.”

Bhanu Srikanth, Executive Director of Jargon, says, “Jargon’s goal is to deliver a cost-effective, on-schedule and robust process for media application development targeted for Blu-ray, interactive television and Android. Our rigorous software engineering methodologies combined with the creative savvy and marketing of Trailer Park enables us to prove profitable for studios and brands. And equally important, to provide the highest quality consumer experience.”

Adds Ivar Chan, Director of Product Development for TPAC, “Jargon not only has bright technologists who have a passion for their work, they are also extremely detail-oriented and provide solid documentation for their deliveries. They have an incredible amount of Blu-ray experience and know all the intricacies of player compatibility issues. I look forward to the new collaboration.”

Both the film and television worlds are embracing two-screen experiences, Doty adds, creating a demand for creative agencies that understand the 10-foot UI experience, as well as the new touch world of tablet proliferation. “TPAC and Jargon are the ideal team to meet that demand,” Doty concludes.

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For more information, please contact: Lauri Aloi, Director/Public Relations, Trailer Park, lauri.aloi@trailerpark.com or 917.553.5812.

About Jargon

Jargon Technologies is an established leader in advanced software development for emerging media platforms. Its founders – Bhanu Srikanth, Jeff Schulz and Nathan Epstein – have a combined 16 years of history with the Blu-ray Disc™ format spanning various aspects - R&D, standardization, developing foundation libraries for BD-J/BDLive, creating cutting-edge games and interactive features. Their ongoing research into evolving standards enables their partners to establish production on new platforms.

About Trailer Park Advanced Content

Trailer Park’s Advanced Content Group provides its clients enhanced content spanning many platforms, including iTV, 3D on Blu-ray, Blu-ray, DVD, iTunes Extras, Silverlight Enhanced Movies, Digital Publishing and complete mobile marketing solutions. Trailer Park is leveraging its entertainment marketing heritage and helping to redefine how advertising, technology and entertainment can merge in existing and emerging technologies.

About Trailer Park

Based in Hollywood, California, Trailer Park is the industry’s leading entertainment marketing agency, with clients working across the full media spectrum, including major studio and indie film releases, broadcast and network television networks, channels and programs, home entertainment media, including DVD/Blu-

ray releases and video games, Broadway and live theatre presentations, sports projects, music and original content for the Web. Trailer Park, a collection of creative boutiques, specializes in the concept, design, production and implementation of audio/visual, print, mobile and digital marketing campaigns for every segment of the entertainment industry.

Among Trailer Park's entertainment clients are Twentieth Century Fox, Walt Disney Pictures, Warner Bros. Pictures, Universal, Columbia Pictures, ABC, Activision, Buena Vista Home Entertainment, Disney, Paramount and Warner Home Video. On the growing Brand side, they have added Toshiba, AMD, CODA Automotive and New Egg.