



FOR IMMEDIATE RELEASE

4D Powers SCI FI's Search For Superheroes

social media company delivers UGC solution for popular TV series

London, 10th May, 2007: 4D Interactive, the UK social media company, has today announced the successful delivery of a unique UGC solution for the **SCI FI channel's** new series **"Who Wants To Be A Superhero?"**.

The "Who Wants to Be a Superhero?" competition, which ran during the build-up to the initial broadcast of the series, was developed entirely by 4D and combined Television, Mobile Video and the Web to enable viewers to audition their very own fictional "superhero". Viewers were able to submit their auditions via the web, mobile MMS or by making a 3G video call. Critically, all content was screened by 4D's in-house 24/7 Moderation Team for copyrighted and unwanted material.

The best auditions were decided by SMS Vote with viewers supporting their favourite superheroes by mobile phone. The eventual winner was the inimitable "Captain Chocolate" whose winning audition can be seen on **SCI FI's** competition website (www.super-heroes.tv) along with other entrants.

David Lee, Managing Director at 4D Interactive says, "The Super Heroes competition is a great example of how TV, Mobile Video and the Web can be combined to offer compelling content that complements existing formats. This was a fun and challenging project for us and we're keen to work with other broadcasters and producers to extend this unique concept even further."

"Who Wants to Be A Superhero?", a huge hit in the US, is exclusively broadcast in the UK by **SCI FI**. Thousands of hopefuls across the US, armed only with self-made costumes and dreams of superheroism, vied to become immortalised in print by comic-book writer, editor, creator and all-round living legend Stan Lee (Spider-Man, Hulk, The Fantastic Four, X-Men) as the next 'Superhero'.



For those unlucky enough to miss “Who Wants To Be A Superhero” the first time, the show will be re-broadcast on **SCI FI** from Monday, May 14th at 11pm.

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Notes to the editor:

About 4D

- 4D delivers Social Networking, Content Hosting, User-Generated Content and Communications services for both mobile and landline phones
- 4D also owns and operates Chat Box and Gay Network, two of the UK's leading multi-platform social networking brands on TV, web and mobile phones.
- A privately-held company in operation since 1993, 4D is based in Wandsworth, London and is an active member of the Direct Marketing, Premium Rate and Mobile Marketing Associations.
- In February 2007 4D was named to the O2/Real Business “50 To Watch in Mobile” list by a leading panel of experts

www.4dinteractive.co.uk/scifi.aspx

www.super-heroes.tv

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