SA produces world's first cellphone-filmed movie

The South African film industry has pioneered a whole new movie genre – a full-length movie filmed entirely on cell phones!
Filming for the 35mm feature film, called SMS Sugar Man, wrapped up at the end of 2005 and put South Africa at the cutting edge of the mobile-phone-as-movie-camera revolution.

Set on Christmas Eve, the story is an original idea of director Aryan Kaganof and centres on a Johannesburg pimp who drives four of his high class hookers around the city. It has been described by the film's producers as "a feel good story on a dark evening, for the modern urban viewer."

It works", says Kaganof. "We shot with up to eight Sony Ericsson W900i mobile phones, and the results are beyond our expectations. The results of the blow-up tests were amazing. This camera has liberated film makers from the tyrannies of the 35mm set. Finally I can truly say that I film what I like."

"The technology gave us unlimited time to focus on the intimacy of the performances, and we were able to complete the shooting of an entire feature film in an amazing 12 days", says Michelle Wheatley, producer for Reflex Motion Pictures.

The production stars newcomers Deja Bernhardt and Leigh Graves in the two leads, who give sizzling performances. Also contributing to the company of players are John Matshikiza (Wah-Wah), Jerry Mofokeng (Tsotsi), and Luthuli Dlamini (Scandal), all well known on South African screens and stage.

The film will be ready for distribution on a variety of media in May 2006, on mobile, Internet, theatrical, television and DVD platforms, offering the public maximum access in innovative ways.

For more information, visit the SMS Sugar Man Official Website

Source: Represent ZA