



GLOW LABS RELAUNCHES AND SPONSORS EDINBURGH TV FESTIVAL

Digital agency Glow Labs has celebrated its relaunch with an award winning team by sponsoring the Media Guardian Edinburgh International Television Festival (MGEITF).

Founded by Magic Lantern's Chief Technologist Mayur Upadhyaya and its former Creative Director Russell Stopford, and supported by a talented digital team, Glow Labs is a digital agency specialising in websites, social networks and user engagement.

To celebrate its relaunch Glow Labs joined forces with MGEITF – the must attend event for the media and television industry - by sponsoring last month's event and taking over its digital platform.

Mayur Upadhyaya, managing director of Glow Labs says: *"We are thrilled to have been major sponsors this year, which has had such outstanding and exciting speakers such as James Murdoch, Jeremy Clarkson, Ashley Highfield, David Simon and many more. For the festival we launched a new and improved social network and integrated with the Guardian for video distribution. Delegates and alumni should enjoy an engaging post festival experience online"*

Festival Director Amy Brown said, *"Glow Labs are true partners with the Festival, helping us shape the vision for what we can do online, and delivering that vision to a very high standard. We are incredibly lucky to work with Glow Labs as our digital partners and sponsors as they completely understand our remit and work with us to make the Festival accessible to as wide an audience as possible. By providing an online booking system, Festival programme and highlights Glow Labs has allowed delegates and others to get everything they need in one place – meaning our limited resources can be focussed on delivering the best possible Festival content."*

Since its relaunch Glow Labs already has a series of new sites under its belt; covering the arts (www.allvisualarts.org), live music (www.barbands.co.uk), product marketing (www.badangel.co.uk) and professional networking (www.sap1.com).

Jo Cremin, Project Director, sap1.com says: *"As a social network company, we contracted the work of Glow Labs because of their passion for breaking technology boundaries, and for their knowledge of social networks and open source development."*

Glow Labs has exciting plans for the future of its social networking platform, it recently joined the Sales Force partner program, and looks forward to adding some Web 2.0 approach to Force.com applications.

For more information about Glow Labs please contact info@glowlabs.co.uk

Notes to editors:

About Glow Labs

A digital agency and spin-off from the hugely innovative London agency Magic Lantern Productions, Glow provides specialist development of and support for websites, applications and niche social networks. Glow believes in providing excellent service and great value, based in London, with an award-winning team tested and proven on ambitious and successful online projects.

Clients and Partners include All Visual Arts, C21 Media, Magic Lantern Productions, Met Film, Really Linda Barker and Skillset.

www.glowlabs.co.uk

Mayur Upadhyaya - Founder and Managing Director

Before forming Glow Labs, Mayur was Chief Technologist for Magic Lantern Productions. During his eight years at Magic Lantern he worked on and led development for many of the agency's award-winning interactive projects, including the BAFTA/Peabody award-winning FourDocs.

Russell Stopford - Founder and Non Exec Chairman

Russell is Managing Director of Met Film Post and Creative and has worked in digital media, across all media, for fourteen years.