

PRESS RELEASE

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Pursue the Imagination – *OpenStoryBoard* ready to kick off

The launch of *OpenStoryBoard* adds a new innovative chapter to the story of the World Wide Web. *OpenStoryBoard* brings together creative writers and passionate readers in a virtual space to produce one or multi-dimensional stories. By way of a ranking system, promising fiction is published as ebook and creative talents are promoted.

OpenStoryBoard works according to a simple principle: A creative writer starts the first chapter of a new fiction story. While chapter by chapter is being published, everyone on the web can join in, branch off and take the story into a new direction. The result is a 'tree' of stories from one beginning towards multiple endings, touching on various genres and styles. Besides this intriguing collaborative approach, authors can also launch a classic story, which they structure and carry through all on their own – from the beginning till the end. In both cases, published chapters can be reviewed by a community of fiction fans, discussed and rated directly on the site or via integrated social media. This ultimately brings to light talented authors and quality works of fiction. "In the course of writing on *OpenStoryBoard* the authors, depending on the rating through the community, pass through various career levels. 'Director' is our highest level, which can bring opportunities to continue online success in the offline world", says Rene Rosso, the portal's spokesperson. In regards to emerging stories Rene explains: "top-rated stories are sold as ebook, while prime stories are further edited professionally and distributed via traditional online stores such as Amazon." Respective authors are represented in their interests and can look at attractive royalties as well as their deserved recognition.

From the start, it is also important to the founders to establish the new platform as a potential future partner to the media industry. "We understand *OpenStoryBoard* not just as a platform for authors and literature lovers, but above all as a market of talent and fiction content [for the media industry]," co-founder Christian Weinmayr explains. This opens up highly interesting cross-media opportunities, for example for the film and TV industry, the games industry or radio features.

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