

MPMF.09

MIDPOINT MUSIC FEST CINCINNATI SEPTEMBER 24-26

For Immediate Release

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#MPMF: Cincinnati's MidPoint Music Festival engages a tech-savvy crowd in a social venue at live.mpmf.com

CINCINNATI, Ohio (September 15, 2009)—On the talent lineup for this year's much-anticipated MidPoint Music Festival, September 24-26 in Cincinnati, is the crowd itself.

Thanks to a clever web-based application, any person with internet connectivity or a Cincinnati Bell Wireless account will have the ability to participate in a unique peer-to-peer social platform that will pull, integrate and present real-time tweets, texts and form feeds online at live.mpmf.com. The application is developed by Topic Design Group, an Over-the-Rhine based marketing strategy and graphic design services company who is behind this year's festival branding and web presence.

During the festival, live.mpmf.com will be displayed on web-enabled monitors throughout the 23 participating venues, as well as on the massive digital video board located at Fountain Square. At historic Grammer's, MidPoint's main stage served up as an outside venue, Topic plans to provide a large projection of the website on to the building's façade.

"What's especially cool about live.mpmf.com is that anyone who posts a message using our site's dedicated form feed, the #MPMF hash tag on Twitter posts, or texts to 4632 from Cincinnati Bell Wireless, will be able to interact with friends, strangers and performers alike, from venue to venue, whether in Cincinnati or anywhere in the world with all who are tuned in to our little social project," says Chris Witham, Topic's managing director. "Live.mpmf.com will be a festival performance unto itself."

Beginning Thursday night, Cincinnati will transform itself into a walk-able, networked music fest, presenting 270 musical acts from around the world and one online public communication channel.

According to Dan McCabe, the festival's executive producer, "this innovative concept is a great example of achievement through partnership that our city needs to strive for. Cincinnati Bell and Topic Design working together with MidPoint Music Festival will expose Cincinnati to a world stage as a digitally savvy city."

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