

For Immediate Release:

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CID: The Video Debuts
Technodrama Highlights Rockford Innovations

Rockford, IL – A video series, **CID:** or the **C**enter for **I**nnovative **D**iscovery debuts at the **EIGER/lab** on April 9, 2008 at 5:30 pm. “This is the first 30 minute pilot of a 12 episode series,” stated Joe Arco Executive Producer and co-owner of COMTECH a local video production firm. “We produced the first 30 minute pilot to test how the concept looks on screen,” added Arco. The concept borrows from the success of Crime Scene Investigation (CSI:) on TV. “In CID: investigative teams explore technology and innovation in a dramatic manner making technology and innovation easier to swallow for viewers,” explained Arco.

“We’re searching for ways to help Rockfordians grasp the extent of the talent here in the Rock River Valley region,” added Keith Irons, Chair of the Rockford Area Ventures Enterprise Council, “CID: uses *technodrama* to reach as wide an audience as possible.” “Rockford has a great story to tell and we needed another way to get the word out,” Irons added. “Working with other Economic Development Agencies, we wanted to tell the story for both our residents and residents we are trying to attract,” embellished Irons.

“CID: as a platform is a neat way to highlight the ingenuity of people in our region,” stated Tom McDunn, President of Rockford Area Ventures, co-producer of CID:. “We have so many innovative businesses in our region that it is easy to develop story lines,” McDunn added. “By highlighting technological innovations that are taking place here in Rockford, “CID:” is a way to further Next Rockford’s goal of attracting and retaining young professional talent to our area,” said Jeff Glass, a member of the Steering Committee for Next Rockford.

The 30 minute pilot will debut:

April 9, 2008

5:30 pm

EIGER/lab

The pilot video will be followed by a short “Making of CID:” segment. Following that will be a reception with the cast, crew and Rockford extras for questions and answers. More details can be obtained at www.eigerlab.org/CID.htm.

The event is free, but seating is limited. Call (815) 965-3522 or email Laura VanNatta at lvannatta@eigerlab.org for reservations.

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The **EIGER/lab** is administrated by Rockford Area Ventures (RAV), a not-for-profit organization chartered to develop a Technology Commercialization Center (TCC). RAV is committed to catalyzing world changing technologies in the Rock River Valley to meet the challenges of the 21st Century.