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SOUTH BY SOUTHWEST INTERACTIVE (SXSWi) FESTIVAL INVITES PUBLIC TO VOTE ON PANEL IDEAS

SXSWi 2009 Panel Picker Voting Officially Launches

August 8th, 2008 Austin TX - The South by Southwest Interactive (SXSWi) Festival <http://www.sxsw.com/interactive/>, the leading event for emerging technology and digital creativity, kicks off the 2009 season with the launch of the popular "Panel Picker" online voting application. The Panel Picker is a simple web-based tool that allows the online community to review submitted panel ideas, and rate each panel using a five star system.

"We've seen a lot of social networking proposals, a development which is reflective of this industry's current direction," says SXSWi director, Hugh Forrest. "In addition to all the panel ideas about web design, content, and wireless technology, it's also exciting how many business and entrepreneurial proposals we've received. If the Panel Picker is any indicator of today's trends, then it seems the web economy is still alive and well."

In its third year, the Panel Picker has generated more quality technical offerings and advanced level sessions than ever before. In addition, proposals have included innovative ideas about the future of video gaming and interactive play. The high level of content in this year's round of submissions typifies SXSWi's commitment to customer service, transparency, and community input.

You can help choose the lineup for SXSWi's 2009 programming at: <http://panelpicker.sxsw.com/> by 11:59pm CST on August 29th. Signing up is easy and free! Information regarding SXSWi's selected panelists, keynote speakers, special events, and more will be released in the coming months at <http://www.sxsw.com/interactive/>.

With regards to the panel selection process, also important is the input of the SXSW Advisory Board, a group of more than 50 new media professionals from across the U. S. and around the world. Advisory Board members are at the forefront of the tech industry, and their opinions and insight expertly inform panels programming. Additionally, the SXSW staff attempts to fill in any gaps in subject matter, strike a balance between new and veteran speakers, as well as research each presenter's history and online following.

About the SXSW Interactive Festival

The SXSW Interactive Festival (March 13–17, 2009) features five days of exciting panel content and amazing parties. Attracting digital creatives as well as visionary technology entrepreneurs, the event celebrates the best minds and the brightest personalities of emerging technology. Whether you are a hard-core geek, a dedicated content creator, a new media entrepreneur, a gamer, or just someone who likes being around an extremely creative community, SXSW Interactive is for you! For more information, visit: <http://www.sxsw.com/interactive/>.

About ScreenBurn at SXSW Interactive 2009

ScreenBurn at SXSW is the video game component of SXSW Interactive. This event enables consumers and developers to preview the future of the video game industry, hear about soon-to-be-released titles, learn fascinating insights from thought-provoking experts, plus meet up-and-coming new talent whose innovations are powering the next generation of play. The ScreenBurn Arcade is free and open to the public March 13–15, 2009. For more information, visit: <http://www.sxsw.com/interactive/screenburn/>.