



ALICE 5.0 – a docufiction-film

Germany 2011 / 45 minutes / 16:9 full HD

Topics: Business models of social media, Google and Facebook, web 2.0, Second Life, credit scoring, online identity

Prometheus, a dropout, lives in a humble tree house. His real home is a mighty Social Network called Host, though. It provides the possibility to connect to other humans, even though Prometheus is living in the complete wilderness.

Surprisingly he is being struck by a fatal error message, which threatens his entire existence: Losing his Host profile wouldn't only cause his digital, but also his social death.

The movie "Alice 5.0" traces the deletion of a user who doesn't fit the pattern of the big corporations. Scientists and businessmen accompany Prometheus' digital dying with their statements and turn this movie into an exciting piece of research. Is the error message a virus? Or is it connected with the notorious user scoring, a program used by Host itself? And, not least, how does the corporation achieve its gigantic business volume?



All alone in the wilderness: survival whiz and non-stop blogger Prometheus. Soon his life will change forever.



He represents a gigantic IT corporation – not only as a character in this movie: Stefan Keuchel, spokesman of Google Germany.

MOVIE TRAILER (please click below or copy link)

<http://www.yeahlity.de/ALICE.5.0/ALICE.5.0.ENG.TRAILER.HD.720p.html>

HD MOVIE TRAILER

<http://www.yeahlity.de/ALICE.5.0/ALICE.5.0.ENG.TRAILER.360p.html>

What's special about ALICE 5.0

Even though the story of Prometheus is a fictitious, futuristic scenario, the answers given by its protagonists strongly remind of the here and now. In deed they *do* talk about the very presence – almost all of them are real, as the viewer learns later on.

"Alice 5.0" takes the liberty of not marking the exact border between documentary and fiction. The plot is presented in an exaggerated manner, which satirizes a genre we all know from television, the documentary TV film.

Moreover, the film combines topics that are only connected loosely in the real world. It analyzes existing technologies and business models and synthesizes them in one company: the *Host*. Some characters, for instance the spokesman of *Google* Germany, represent this fictitious Social Network in the film. Others, like the spokesman of *Creditreform*, advert to techniques as credit scoring and to further marketing strategies of *Host*.

By the end of the movie the viewer does not know the real identities of these characters. This provides the possibility to interpret their statements freely. It is not until the end titles that the exact construction of the film is revealed to the viewer, who now has to admit that all elements used to construct this futuristic illusion are already part of our present reality.



Thousands of virtual friends follow Prometheus' life – for now.



An exclusive tour through one of *Host*'s data centers, *Berlin4*, with the technology manager Daniel Kaminsky a.k.a. Kenny Doberenz.



The department 17-D of the corporation *Host*. Real or not?

ALICE 5.0

"Alice 5.0" deals with reality in a free and playful way. For example, some of the protagonists are talking English even though they are German. The film takes advantage of the viewer's expectation towards the credibility of the shown characters.

Matthias Wollgast as **Prometheus** and Kenny Doberenz as **Daniel Kaminsky**

Stefan Keuchel **Spokesman of Google Deutschland** Michael Bretz **Spokesman of Creditreform** Rena Tangens **Co-Founder of Foebud Inc. & honorary member of the Chaos Computer Club** Bert te Wildt, Ph.D. **Psychiatrist & Psychologist at the Hannover Medical School** Jean Kilbourne, Ed.D. **Advertising Analyst & the Author of „Cant't Buy My Love“** Sut Jhally, Ph.D. **Professor of Communication at the University of Massachusetts and Founder of the Media Education Foundation USA** Christian de la Motte **Magician und former IT-Manager** Mark Butler, Ph.D. **Futurologist and Avatar Explorer at the Digital Games Research Center Potsdam**

WRITTEN & DIRECTED by Patrick Doberenz & Philipp Enders **COMMISSIONING EDITOR** Katharina Dufner **TOPICAL ADVISOR** Mario Sixtus
CINEMATOGRAPHY Patrick Doberenz **PRODUCTION SOUND** Philipp Enders **SCORE MUSIC** Preset Rockers – Moritz Grund & Jens Grünhagen **VOICE OVER** John Doyle, Kathleen Renish, Mark Rossman & Pierre Shradly **EDITING** Patrick Doberenz & Philipp Enders **GRAPHICS & COLOR CORRECTION** studio-paeper.tv – Matthias Paeper, Dominik Kirgus & Johannes Stahl **SOUND DESIGN & MIXING** Z2 Studios – Malte Zurbonsen & André Zimmermann **PRODUCED** by Doberenz & Enders GbR
COMMISSIONED by Zweiten Deutschen Fernsehens

About the filmmakers

Patrick Doberenz was born in Neubrandenburg in 1980. He ran media workshops for children and worked as a website designer before going on to study film and television at the Academy of Media Arts Cologne in 2003. During this time he won a scholarship and spent a semester at Cité Internationale des Arts Paris. Patrick Doberenz lives and works as an independent filmmaker and cameraman in Cologne.

Philipp Enders was born in Stuttgart in 1980. Between 2000 and 2003 he trained as a digital media designer and studied art history and philosophy in Freiburg before going on to study film and television at the Academy of Media Arts Cologne. During this time he won a scholarship and spent a semester at the International Film School in Cuba (EICTV). Philipp Enders lives and works as an independent filmmaker and editor in Cologne.

The two filmmakers got to know each other at the Academy of Media Arts. They graduated with the award-winning documentary "the death of one." in 2009.

Contact

Alice 5.0 is a part of "BODYBITS – analogue bodies in digital times", commissioned by ZDF – Das kleine Fernsehspiel. Please contact:

ZDF - Kristin Blum

HR Fernsehspiel Redaktion Das kleine Fernsehspiel
D-55100 Mainz

FON: +49 6131 70-12678

MAIL: Blum.K@zdf.de

WEB: bodybits.zdf.de

For direct communication with the filmmakers please contact:

Doberenz & Enders GbR

Rückertstr. 5
D-50935 Cologne
Germany

FON: +49 163 477 522 3 (Patrick Doberenz)

FON: +49 157 716 791 06 (Philipp Enders)

MAIL: office@yeahlity.de

WEB: www.yeahlity.de



Philipp Enders and Patrick Doberenz on location in Ithaca, Greece.



Documentary "the death of one." – Germany 2009 / 30 minutes / PAL

Additional material

For promotional and coverage purposes only we provide the following material as digital files:

>>> please click below or copy link and paste into address bar of browser:

MOVIE TRAILER

<http://www.yeahlity.de/ALICE.5.0/ALICE.5.0.ENG.TRAILER.360p.html>

HD MOVIE TRAILER

<http://www.yeahlity.de/ALICE.5.0/ALICE.5.0.ENG.TRAILER.HD.720p.html>

FILM STILLS (ZIP TIFF, 1920x1080, 52 MB)

http://dl.dropbox.com/u/14840029/Alice5_FILM_STILLS.zip

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On inquiry we will also send you a preview DVD (screener) of the film as well as a digital press-kit.

