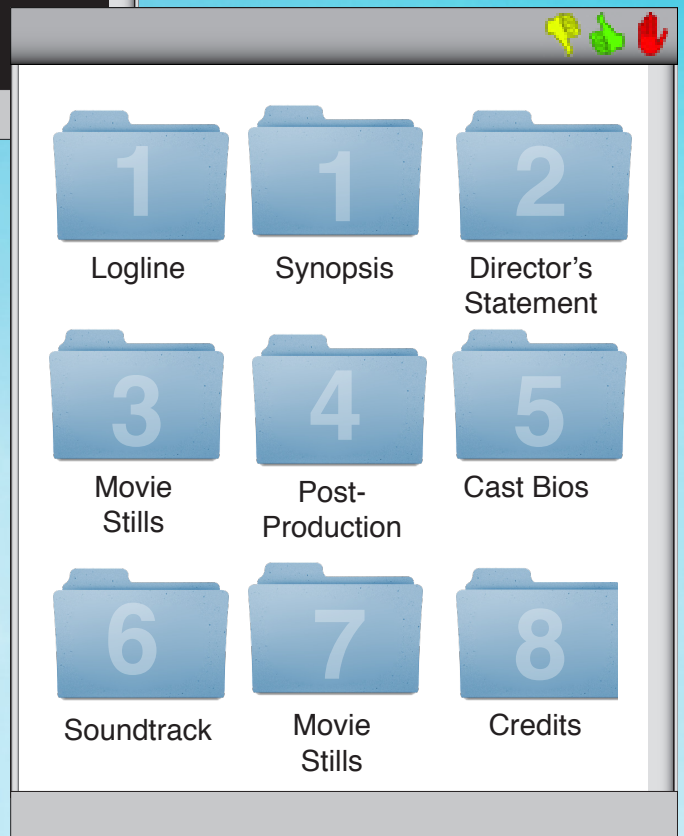
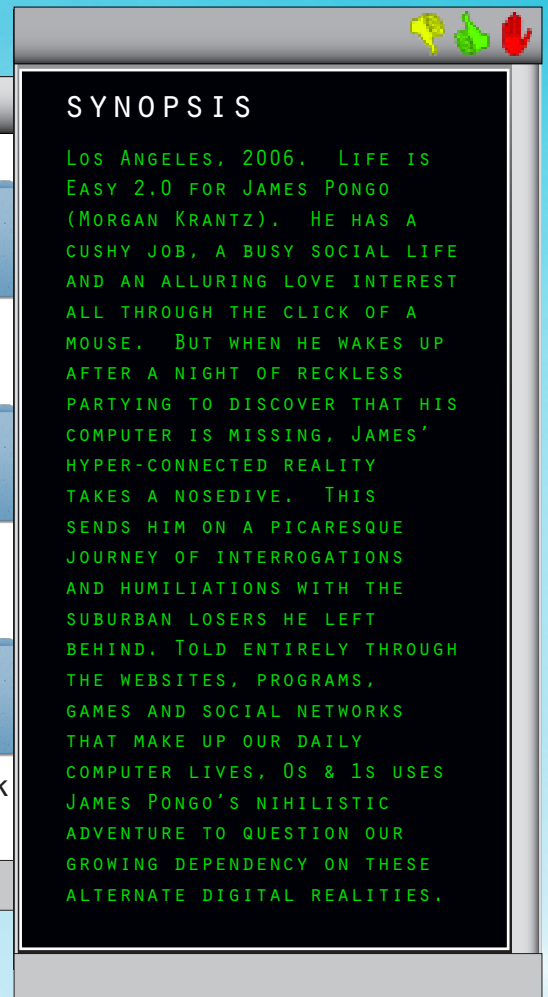
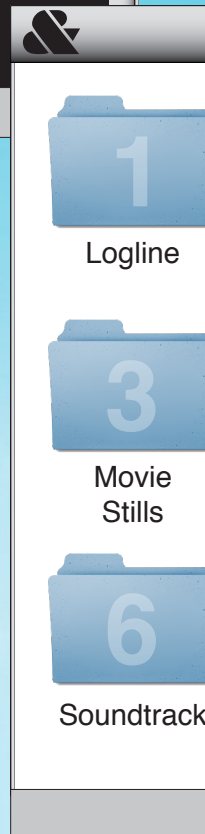
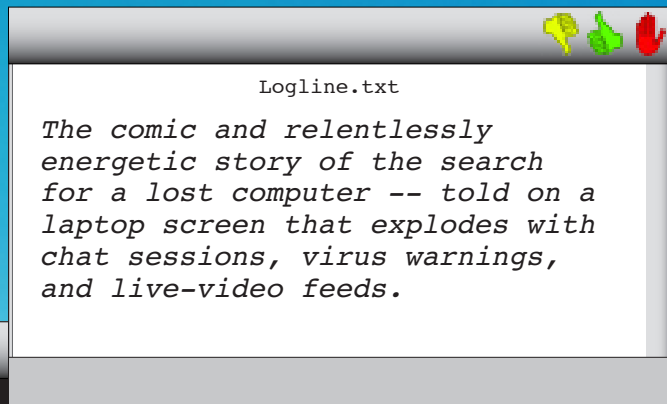




ELECTRONIC PRESS KIT





The predominant screen of our time sits on our laps and desks, 3 feet away from our eyes.

We spend 1...2...4...10 hours a day on the computer; moving around windows, listening to music, processing opinions, looking at others' adventures, uncovering info, making faraway friends, doing vanity searches, buying stuff, writing messages and entries and documents.

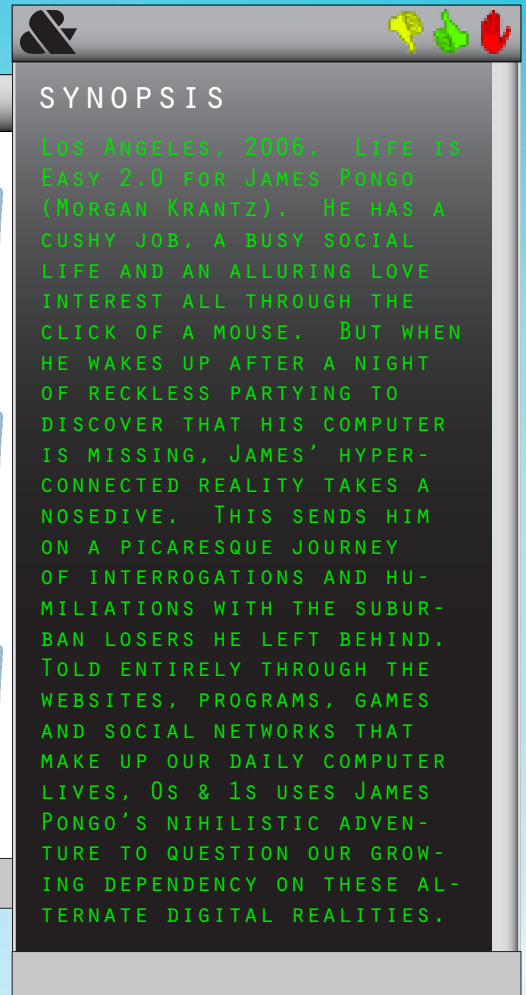
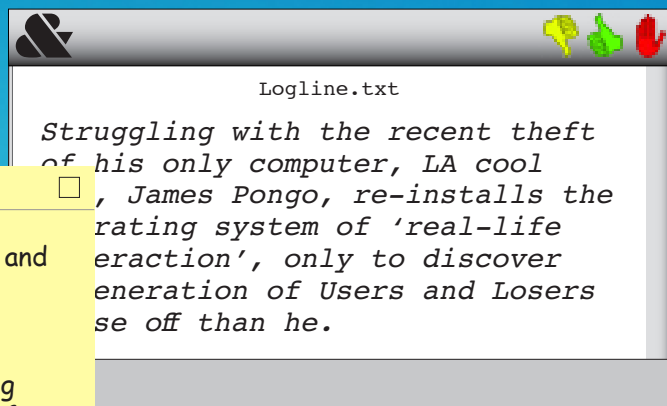
This is our behavior. For better or worse, this is our life. All of it is now natural. No one gets confused as they sit in front of the computer and see and click and process everything, all at once. It becomes intuitive. It becomes a common language.

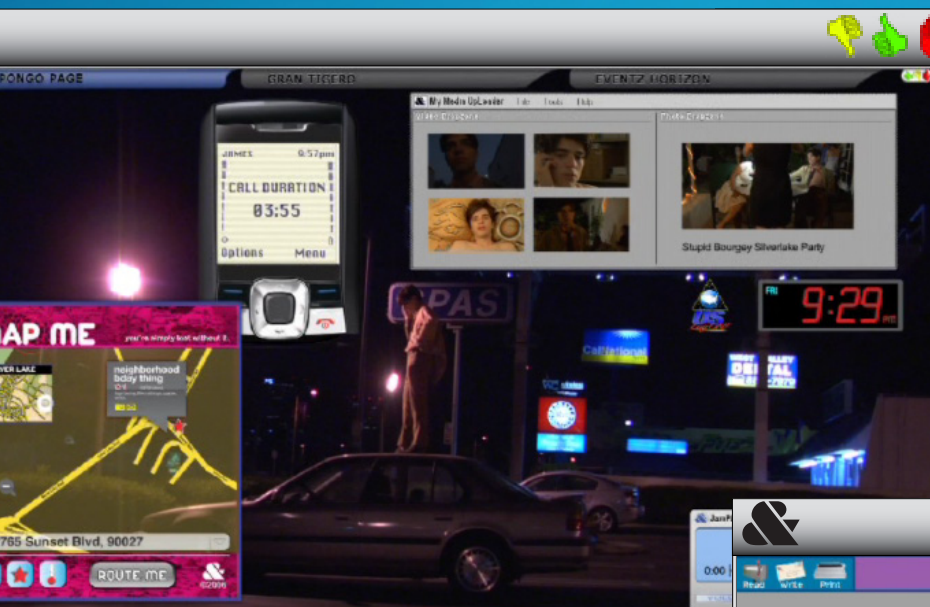
Why not acknowledge that we are speaking this new language? Why not use this new language to tell a story?

Why not tell the story on that other screen? That 20th century screen, the big silvery one, the one people go to and get their stories in one epic serving.

0s & 1s is the new way to tell that story. 0s & 1s is the story that's going up on that big silvery screen.

-Eugene Kotlyarenko





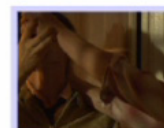
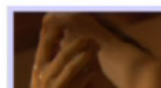
Logline.txt

With the recent theft of the computer, LA cool programmer Mark Zuckerberg re-installs the system of 'real-life' social networking, only to discover the power of Users and Losers in the process.

a common language.

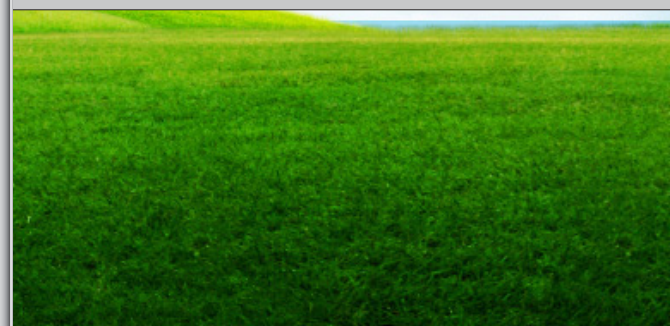
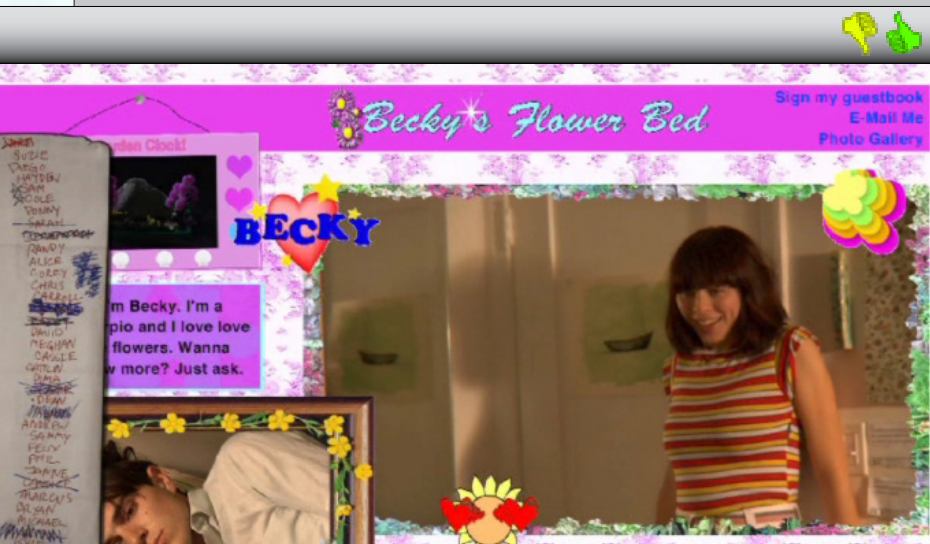
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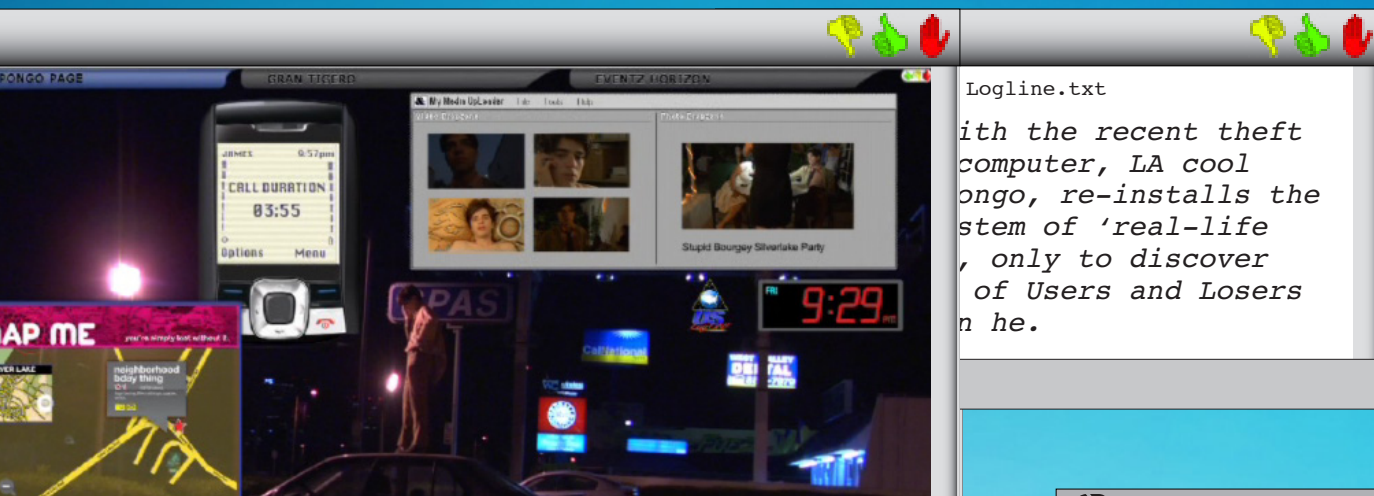
Why not tell the story on that other screen? That 20



Step 4: Checking Password

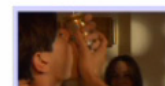
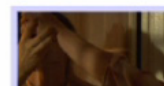
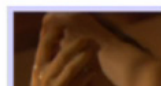
Cancel





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Step 4: Checking Password

Cancel

POST-PRODUCTION

All along we intended the style and computer language of 0s & 1s to make for an unprecedented sort of film, but only in post did we realize how truly unique things would get.

After seeing a spatially enveloping 3D-projection performance by Andrew Schwartz and his battalion of adventurous artists, we proposed our idea of making a movie that was perpetually overwhelming, that gave the audience "too much, non-stop," and that really looked like a

computer operating system. Andrew and his team took on the challenge, working around our limitations of time and budget, to help us independently produce an animated feature film.

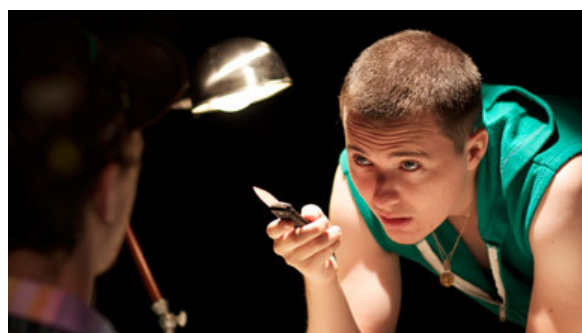
A mix of live action and animation, "0s & 1s" might best be described as "Who Framed Roger Rabbit" with the Toons replaced by an Operating System. While being technically innovative it also conjures up the creative spirit of animation milestones like Fritz the Cat, Toy Story and Waking Life - movies intended for the curious souls out there, the adventurous kid

in all of us; perfect for someone who likes the endless creativity in a Pixar film but can also dig Cassavetes or Jarmusch.

Looking at it in the context of today, more than three years after we began the project, our language and subject matter are more topical than ever, where anyone with a smartphone or a laptop and a facebook page, has all the knowledge they need to enter our world, understand our new language, and walk away from 0s & 1s with their mind successfully blown.



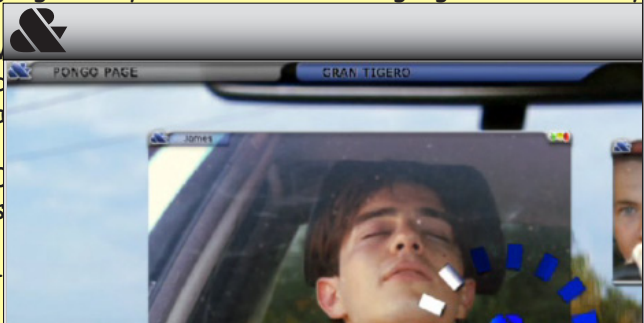
Morgan Krantz is an actor and writer based in Echo Park, CA. He began practicing professionally at the age of 16, after a two-year stint of reformatory boarding school in New Mexico. Besides starring in *0s & 1s*, you can see him in the 2010 release "Expecting Mary," with Elliot Gould. His recent short film, "Middle Man," won first place at the Letter Underground Short Film Festival. He is a proud member of the Moving Arts Theater Company in Silverlake and currently studies with Lesly Kahn.



Jeremy Blackman was excited to reunite with writer-director, Eugene Kotlyarenko for *0s & 1s*, after a lively short film collaboration in Spring 2007. Blackman's previous film work includes starring roles in *Magnolia* and *Crown Heights*. He appeared recently in the New York debut of AR Gurney's "Indian Blood." A recent graduate of Columbia University, he currently lives in New York and is focusing on film and music projects.

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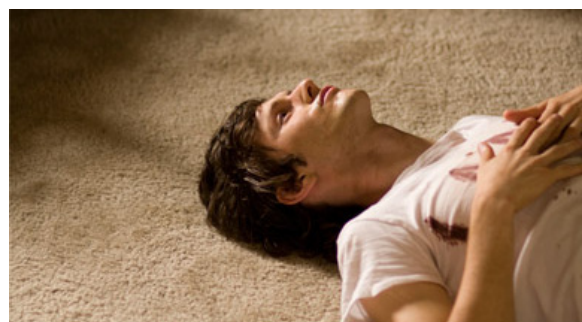
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Alexi Wasser is an actress, blogger, writer. Born and raised in Hollywood, California, she has appeared in numerous films and television shows; including "Dirt" on FX with Courtney Cox, *Factory Girl* with Sienna Miller, and Terry Zwigoff's *Art School Confidential*. She currently lives in Los Angeles, and while continuing to act, writes the popular blog imboycrazy.com.



Ahna O'Reilly recently appeared alongside Beth Grant and Octavia Spencer in the award-winning comedy "Herpes Boy," (Comedy Vanguard Audience Award - Austin Film Festival, Official Selection - ComicCon Film Festival-Tallahassee Film Festival-Nashville Film Festival). She is featured in "Forgetting Sarah Marshall," produced by Judd Apatow. In addition to "0s & 1s", Ahna can be seen in three other features being released this year, "The Help," based on the bestselling novel by Kathryn Stockett, "From the Head," and "I Am Ben."



Ryan Reyes was born in Los Angeles and moved to San Mateo, California at age seven. He graduated UC Santa Cruz with degrees in Film & Digital Media Production and Literature. He has starred in three other indie features. For his role as a heroin-addicted male prostitute in *Eugene*, he was nominated for Best Supporting Actor at the Strasbourg International Film Festival. He continually posts comedy videos on the internet that have earned millions of hits. He is fun to hang out with.



BANDS

It's uncommon to find someone using a computer without the sound of music emanating from their system. Appropriately then, the tunes of *0s & 1s* are as essential to our language as any game or application in the movie. With a non-stop playlist of Los Angeles' best bands, the music doesn't just serve to accentuate the story's rhythms but also gives a sense of location and identity; imbuing the LA setting with the sounds and songs that get their inspiration from life in Los Angeles.

Featuring:

No Age
Ariel Pink's Haunted Graffiti
Abe Vigoda
Wavves
Mika Miko
The Chapin Sisters
Jeremy Jay
The Mae Shi
Whispering Pines
Graham Forest
and many more...



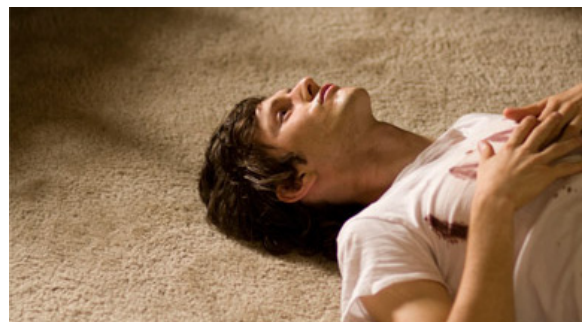
East Coast-born **Matthew Cardarople** came west to study acting, filmmaking, and screenwriting. He has appeared in several short films, including the lead role in a USC Graduate Film production, "The Only Girl." Actors Owen and Luke Wilson supported Matthew's acting by casting him in *Blonde Ambition* and the hit comedy "*Drill-bit Taylor*." He has studied at the Beverly Hills Playhouse and is currently studying at Lesly Kahn & Company. Matthew can be seen as a stand-up comic at "The Shenk Flo Experimental Comedy Show" and on several national television commercials.



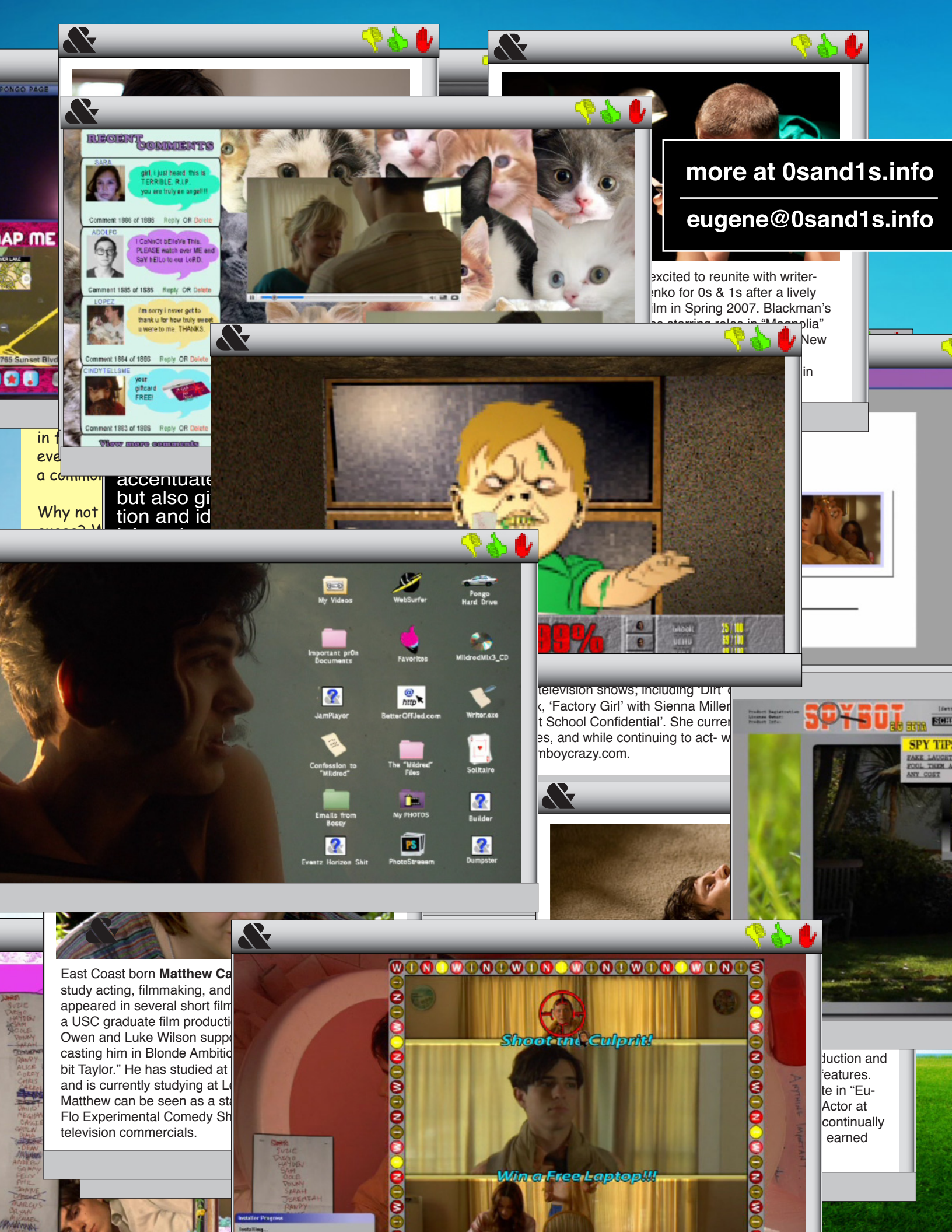
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more at 0sand1s.info

eugene@0sand1s.info

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CREW

Directed by EUGENE KOTLYARENKO

Written by EUGENE KOTLYARENKO, MICHAEL SHIFFLETT & MORGAN KRANTZ

Developed by ANDREW SCHWARTZ

Produced by MICHAEL SHIFFLETT

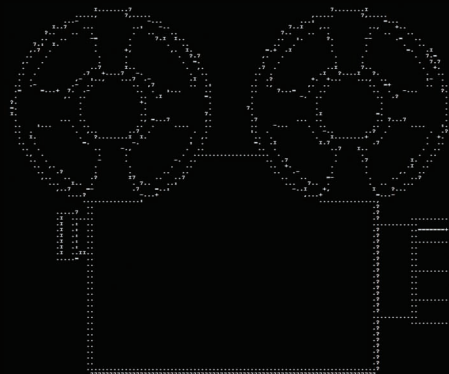
Executive Producers

ALEX WEISS

ANDREW SCHWARTZ

SHAHROOK OMER

ASSAD KHAN



Director of Photography MARCUS GILLIS

Visual Effects Supervisor ANDREW SCHWARTZ

Edited by DREW KING & EUGENE KOTLYARENKO

Sound Recording Mixer ROBERT FILIOS

Sound Re-Recording Mixer YAGMUR KAPLAN

Sound Designer DANIEL DOUGLASS

CAST - Main Players

James Pongo MORGAN KRANTZ

Cole RYAN REYES

Donny MATTHEW CARDAROPLE

Bossy ROMY WALTHALL

Brad ERIC SWEENEY

Bucky TYSEN FRAKER

Diego DAVE TREJO

Bryan ANDREW KOZEL

Sarah SARAH BLAKELY-CARTWRIGHT

Kasey SARA SWAIN

Sly Phone Thief PAUL GELLMAN

Sam JEREMY BLACKMAN

Becky ALEXI WASSER

Caitlin AHNA O'REILLY

Cassie HANNAH HUNT

Meghan MIA TRAMZ

Dean BRANDIN HALPIN

Sammy MARA LaFONTAINE

Norm NICHOLAS MONGIARDO-COOPER

Grandpa MARCUS DEMIAN

Fake Jed ADAM VILLACIN

Real Jed JED OCHMANEK

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