

Limnus oversees production of comics

Limnus
BY JEFFREY W. LEMANSKI
 STAFF WRITER

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voice acting with the traditional aesthetics of comic books to create a moving narrative. In 2009, Marvel released "Spider-Woman" and "Astonishing X-Men" motion comics. Next month, "Iron Man" will accompany the second movie's release.

As the overseer of marketing and development, Pasciullo is the "mastermind" behind production, Marvel junior sales administrator James Viscardi said. With more than 5,000 characters to choose from, Marvel has to pick and

choose which stories to convert to motion comics — but choosing Iron Man was easy, Pasciullo said. "With 'Iron Man' coming out, there's a lot of excitement and awareness," Pasciullo said. "These are very big stories that deal with human motivations."

A new way to distribute content to viewers who might not buy physical comic books, Marvel's motion comics are available on iTunes, Xbox LIVE and Zoom. Most people associate comics with kids, Pasciullo said, but motion

comics target men aged 18 to 35. "There are a lot of people who are aware of our characters through movies and TV," Pasciullo said. "Instead of getting them to go to a comic book store, we were able to create this animation of the published work and put it on computers."

As a fairly recent creation, motion comics have proven to be alluring, Viscardi said. "Right off the bat, people saw what we could do with [comics] and they wanted more," Viscardi

said. "We obviously wanted to provide them with more, so we put a plan in place to keep the stream of motion comics coming."

The positive feedback foreshadows a bright future for the new medium, Pasciullo said. "There's going to be a halo effect for us," he said. "I think demand is going to continue to increase. We're looking at this as a product that lives and exists in itself."

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 STAFF WRITER

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Twitter announced it is introducing advertising by allowing companies to pay to have their messages show up first in searches.

the ads should be appearing in all relevant searches within the next few days. Twitter has grown quickly in popularity since it started in 2006, with celebrities such as Oprah Winfrey and Ashton Kutcher "tweeting" messages of 140 characters or less alongside everyday users. About 69 million people worldwide used Twitter.com last month, up from roughly 4 million at the end of 2008, according to comScore Inc.

company took its time "because we wanted to optimize for value before profit."

These tweets are to be "called out" as ads on top of search results on Twitter, much as sponsors can pay for listings atop rankings on search engines such as Google, Microsoft's Bing and Yahoo. That means Twitter users would see the new ads when they search broadly for topics being tweeted about.

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The site has been slow to capitalize on that success — even though the investors who have backed the site have valued it at \$1 billion. Twitter has been making an undisclosed amount of money by providing Google Inc. and Microsoft Corp. with access to messages for their search engines. Many people expected Twitter would eventually introduce advertising.

In a blog post Tuesday, company co-founder Biz Stone said the

However, many users connect with the service not through such searches or even visits to the site. Rather, scores of outside programmers have written mobile and desktop software that can access the feeds of Twitter messages users get from people they are "following" on the site.

Stone said Promoted Tweets will need to resonate with users. If a Promoted Tweet isn't replied to or forwarded by other users, it will disappear.

Abraham Lincoln film found in NH

By Kathy McCormack
ASSOCIATED PRESS WRITER

CONCORD, N.H.— In a tale celebrating the romance of movies, a contractor cleaning out an old New Hampshire barn destined for demolition found seven reels of nitrate film inside, including the only known copy of a 1913 silent film about Abraham Lincoln.

Lincoln: there are no known surviving copies of the others.

"The vast majority of silent films, particularly from the early period — the first decade of the 20th century — are gone," said Caroline Frick Page, curator of motion pictures at George Eastman House. "That's what makes these stories so incredibly special."

"When Lincoln Paid," a 30-minute film about the mother of a dead Union soldier asking Lincoln to pardon a Confederate soldier whom she had initially turned in, stars the brother of John Ford, director of "The Grapes of Wrath," "The Quiet Man," and other classics.

"I was up in the attic space, and shoved away over in a corner was the film and a silent movie projector, as well," Peter Massie, a movie buff, said of his discovery in the western New Hampshire town of Nelson. "I thought it was really cool."

The college, which plans an April 20 film screening, received a grant from the National Film Preservation Foundation to restore it. It took a Colorado lab a year to complete the task. Benaquist said the images themselves were well preserved, likely because they endured decades of New England winters in the barn, which also was well sheltered by trees. Nitrate film, which was phased out in Hollywood in the 1950s, is highly flammable. The 35 mm film itself had shrunk and the sprocket holes used on projectors were shredded.

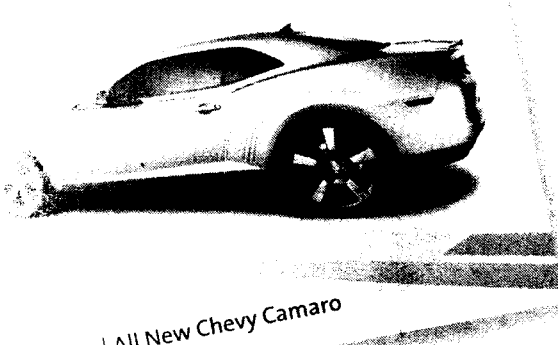
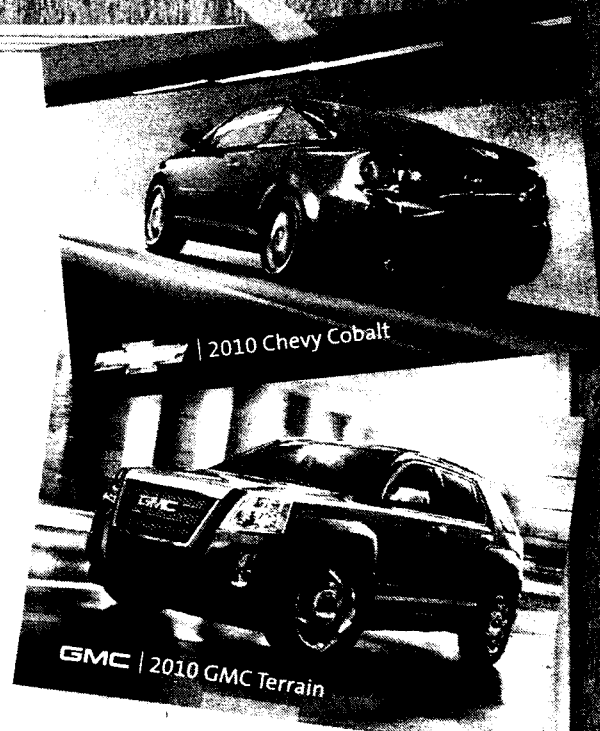
It was the summer of 2006, and the film canisters sat in his basement for a while before Massie thought of contacting nearby Keene State College, where film professor Larry Benaquist thought it was a rare find.

After working with the George Eastman House film preservation museum in Rochester, N.Y., the college determined the film, directed by and starring Francis Ford, did not exist in film archives. In fact, it was one of eight silent films starring Ford as

"What the laboratory had to do was remanufacture the sprocket holes to a new dimension, make it in strips, adhere it to the image, and then run it through a printing process where they would print it, frame by frame," Benaquist said.

Benaquist thinks the film was discovered in Nelson because the town is on Granite Lake, the site of many summer camps through the years. He said there was a boys' camp in the area of the barn and believes the films were shown to entertain the children, then put away and forgotten.

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