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GFI unveils output unit for DVD titles

Division dedicated to Global Lens traveling film series

By Elizabeth Guider

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The Global Film Initiative is expanding operations with the launch of a DVD distribution arm dedicated to movies from its Global Lens traveling film series.

The first of 10 titles to be released on DVD this year are "Getting Home," by Chinese director Zhang Yang, and "Song from the Southern Seas," by Kazakh director Marat Sarulu. The films will be available beginning July 27 through Amazon, Netflix and other retailers. Four to five releases are planned each quarter on a bi-monthly release cycle throughout 2010.

"Global Lens is the only film series of its kind -- it's known from Alaska to Austin to New York, and we're responding to that awareness and demand," GFI director of programs Santhosh Daniel said.

Since its 2003 launch, Global Lens has opened annually at New York's MoMA and screened at museums, cultural centers, universities and film festivals, gaining national exposure and priming home viewing audiences for DVD releases.

GFI also unveiled Tuesday an educational-affiliates program that provides libraries a 33% discount off educational pricing and access to new Global Lens titles before their release to the commercial market. Deals are available to high school, college and university libraries as well as public and private libraries.

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