

## **Polite In Public To Create Photo Magic At The “Harry Potter And The Half Blood Prince” Premiere**

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*Harry Potter Premiere to incorporate High-End Photo Booth to enhance guest appeal and branding potential.*

NEW YORK, NY -- Polite in Public, a cutting-edge, high-end event photography booth company will be appearing at the “Harry Potter and the Half Blood Prince” premiere.

After years of developing top-of-the-line custom hardware & software, Polite in Public offers partygoers a unique opportunity to participate in a photo booth experience which automatically filters and fine-tunes photos in real-time. This vastly successful viral marketing idea is quickly becoming a new, fun-enhancing option to event planners everywhere.

By offering a very specialized takeaway, Polite in Public’s pictures are easily distributable and inevitably become propagated on many social networking websites (Twitter, Facebook, Myspace), allowing exponential exposure.

“Harry Potter” is a seven-volume children’s fantasy series written by British author, J. K. Rowling. “Harry Potter and the Half Blood Prince” chronicles Harry Potter’s sixth year at Hogwarts. Harry obtains a potions book, which used to belong to the very mysterious Half-Blood Prince. Harry finds that the Half-Blood Prince’s ancient scribbles are written along the margins of almost every page, giving Harry advice on how to improve greatly on his Potions work, and also teaching him a few helpful, but dangerous, spells along the way.

By incorporating a coloring backdrop of a Quiddich field (the fictional wizard sport young Harry plays), Polite in Public, will bring a lively flair to the premiere-goers. Guests of the event will enjoy a reconstruction of Hogwart’s four towers: Gryffindor, Hufflepuff, Ravenclaw and Slytherin. Video of quiddich players will be projected on the wall and guests will have their pictures taken, being made to look as though they are a part of the Quiddich event. Using current wireless technology, the photos from the event will be uploaded and accessible via [www.PoliteinPublic.com](http://www.PoliteinPublic.com) almost immediately after the photo is taken.

Polite in Public was founded by Joe Rubinstein and Joe Miller in early 2007. Rubinstein and Miller both graduates from SCAD, have experienced backgrounds in lighting, cinematography and photography. Rubinstein double majored in painting and film while Miller doubled in graphic design and computer art.

Since their inception, the company has appeared at over 700 events and estimates taking over 1 million photos. Notable companies and celebrities to have used the booths include Universal Studios, Samuel L. Jackson, Mercedes-Benz, Samsung, Paris Hilton, Svedka Vodka, the Barack Obama Campaign and more.

Future marketing and expansion efforts for the brand include a live 30-second video broadcast booth, allowing patrons to record and upload their own, professionally produced video and instantly uploading it to site likes Youtube or Vimeo. Case studies done by Sierra Wireless AirLink Solution state that “Polite in Public’s digital photography system using the Sierra Wireless AirLink MP 881W GPS gateway running on AT&T’s 3G networked provided...reliable connectivity, rugged form factor, ease-of-use, labor/time savings, immediate access and device portability.”

Polite in Public photo booths can be booked through their website [www.politeinpublic.com](http://www.politeinpublic.com) or by calling 323.352.8885.

For more information on Polite in Public, visit their website [www.politeinpublic.com](http://www.politeinpublic.com). For interview requests or further publicity materials please contact Chandler Poling: [chandler@cw3pr.com](mailto:chandler@cw3pr.com).

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