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From the Wires

Lucasfilm Ltd. and Get Solo(TM) Introduce Star Wars(TM) Social Networking Cards

Fans Identify with Revolutionary Contact Cards Introduced at Comic-Con International

By: [PR Newswire](#)
Jul. 25, 2007 01:05 PM
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PR Newswire Unified Business Media

SAN DIEGO, July 25 /PRNewswire-FirstCall/ -- For 30 years, Star Wars fans have escaped the confines of this galaxy by living in the virtual world born from the mind of filmmaker George Lucas. Today at Comic-Con International: San Diego, Lucasfilm Ltd. and Get Solo, LLC announced they have joined forces to help enthusiasts express their passion for the saga by creating personalized Star Wars Social Networking Cards that fans can proudly exchange. Get Solo, a provider of innovative marketing media and solutions, is taking orders for the cards starting today at [starwars.getsolo.com](#).

"Millions of people of all ages have a deep bond with the characters and stories of Star Wars. These new products are unique, because they capture that personal connection. Fans will find the social networking cards to be a fun way to express themselves when meeting other fans, because they can personalize them with their favorite Star Wars images, include interesting personal information, and even build a collection," says Howard Roffman, President of Lucas Licensing.

Fun and Convenient Personal ID

Star Wars Social Networking Cards provide a stunning and more personal alternative to traditional business cards for true fans who want their own customized 'calling card'. Cards can be tailored by selecting from 75 full-color images for the front, and can be personalized to include interesting facts and personal contact information. Fans can create cards for themselves, and as a gift for a friend or a family member. They can be exchanged at events, parties and school to make new friends and promote oneself, or even one's virtual self. For online networking, an electronic card is included for free with every order.

"The event season is hot right now, and we can see why fans will be very excited to get and hand out their cards. Hundreds of thousands of people attend events like Star Wars Celebration IV, Celebration Europe and Comic-Con International every year, because they love to meet other fans. Most keep in touch long after the show is over, and cards like these are a fun and convenient way to make those new friends," says Mary Franklin, Events Manager at Lucasfilm.

Bridging the Online and Offline Gap

The internet is teeming with ways to express oneself. E-mail, blogs, instant messaging, MySpace.com, YouTube.com and other innovations have created a new foundation for free speech and broadcasting. Social Networking Cards from Get Solo are a perfect way to take that



Dreaming of the next killer Web 2.0 app?



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phenomenon offline, and to promote favorite online links or share key information with others. For fans who participate in reality games, cards can even be created for their characters or avatars.

"Online, there are many ways to promote, build and join a social network. However, people told us that when they meet, they want a more convenient way to drive people to their favorite web destinations, and to invite others to join their social networks. The desire to bridge that gap is what drove us to create Star Wars Social Networking Cards. Fans are incredibly excited," according to Ashesh Shah, founder and Chairman of Get Solo.

Regardless of one's online passions, one thing is true -- interaction with others is what makes the experience the most vibrant. Voicing personal opinions, sharing information and demonstrating creative flair requires an audience and feedback to be fulfilling. That need for a community is exactly why social networking is so hot. With these new cards, now people can experience that thrill every time they meet someone in person.

Available Now

Star Wars Social Networking Cards are available in quantities of 100, 500 and 1,000 for as little as \$29.99 (shipped). To order cards, visit: starwars.getsolo.com.

About Lucasfilm Ltd.

Lucasfilm Ltd. is one of the world's leading movie and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound; LucasArts; Lucasfilm Animation; and Lucas Licensing. Additionally, Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses.

About Get Solo, LLC

Get Solo is a privately held company that provides unique marketing solutions and member services for organizations. Get Solo is revolutionizing how personal business is conducted, by providing fun and convenient ways to identify oneself and exchange personal information. With its innovative technology and marketing expertise, Get Solo can help organizations create unique social networking, promotional and loyalty marketing solutions that build brand awareness and drive revenue.

Get Solo, LLC

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Jessy.adams@fd.com

Web site: <http://starwars.getsolo.com/StarWars>

Published Jul. 25, 2007

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WEB 2.0 LATEST NEWS

AJAX and Web 2.0 Company Vertex Logic to Sponsor AJAXWorld Conference & Expo
By AJAXWorld News Desk

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Vertex Logic delivers Rich Internet Web 2.0 solutions that are especially targeted towards community-collaboration and rich user interfaces with images. The company has successfully delivered solutions such as 1) An online Design Tool for PsPrint.com. It is an example of our media ric

AJAX World - What Is Web 3.0?

By Dave Winer

My talk went well, and I did talk briefly about how we should think about Web 3.0. I know other people have said it's the Semantic Web, and maybe that use of the name will stick. I'm with Tim Berners-Lee who says Web 2.0 is really what the web itself is about. He always intended it to

Web 2.0 - Over and Out

By Web 2.0 News Desk



Many of us in the VC community have been quietly wondering about the state of Web 2.0 innovation. We aren't seeing much. Startup activity remains strong, but the consumer web landscape seems to be populated with the same bodies with different skins. Another video deal here; another so

AJAXWorld Conference & Expo Registrations Now Open

By AJAXWorld News Desk

SYS-CON Events announced today that AJAXWorld Conference & Expo 2007 West (www.ajaxworld.com) 'Call For Papers' is now open at the conference website (click here) and it will remain open until August 3, 2007. AJAXWorld 2007 West will take place on September 24-26, 2007, at the Santa Clara

Jason vs Freddie Sequel: "JSON vs XML"

By Daniel B. Markham



It's not the latest sequel to the 'Jason versus Freddie' movie, it's one of the decisions you need to make if you're rolling out a Web 2.0 product. Make the wrong choice, and your project and reputation can suffer. Make the right choice, and you can be a hero. There aren't any easy ans

OpSource to Accelerate SaaS Delivery Model

By AJAXWorld News Desk

OpSource, the SaaS delivery experts and Scio Consulting, a provider of software-as-a-service (SaaS)-related software development and consulting services, announced that the two firms have formed a partnership designed to accelerate the adoption of the on-demand delivery model by softwa

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