



BUSINESS

JOHN BARNETT & CHRIS ADAMS

New Zealand's most prolific producer of film and television, John Barnett, is about to make his first foray onto the internet with the global launch of a groundbreaking new website, myheartwill.com.

CEO of South Pacific Pictures, Barnett is recognised for bringing critically acclaimed *Whale Rider* to the world cinema amidst a stellar 35-year career of small and big screen achievement including *Sione's Wedding*, *Shortland Street*, *Outrageous Fortune*, *NZ Idol* and *New Zealand's Got Talent* to name a few.

But today it's a web-based project that has captured the imagination of this media entrepreneur and Barnett is the first to admit the *raison d'être* of his latest business venture is far more personally inspired than commercially driven.

myheartwill.com enables individuals to create an emotional legacy of their lives in the form of a virtual 'safe box', a haven where treasured memorabilia and dedicated expressions of love are stored and protected, supported by state-of-the-art technology.

The concept came to Barnett through close friend, Jill Margo, a respected Australian health journalist who co-authored *Living On* with her daughter, Emily Margo. The book is a guide to creating personal legacies – how to capture your life, memories, thoughts and expressions - in a 'leave behind' format for your loved ones.

Barnett recognised the need for an online mechanism that enables such precious content to endure, whilst providing the ability to send dedicated messages into the future. And from there, myheartwill.com was born.

The concept has evolved from its inception. While myheartwill.com primarily targets the baby boomer demographic, growing anecdotal evidence indicates a much more universal appeal.

Says Barnett:

"Over the last two years we've been building the site, we've learned it's as much a tool to adopt throughout your life, rather than just a parting gift for those you leave behind.

"Every single person we've shared the concept with says the same thing - 'I want to start one tomorrow.' And they're all ages, at all stages of life, from all beliefs.

"People have a genuine desire to capture their lives. Other online platforms already exist that serve part of this function, but they're frenzied, they're fast and extremely public.

"Here is a conscience-driven, thoughtful, evocative web-based tool that takes social media to a much deeper level."

So too believes new media pioneer, Chris Adams, founder and president of LA-based Orbit Media Group, where he consults between media and internet companies to create robust online brands.

His work with internet heavyweights is testimony to this. Facebook, Amazon, Glam Media and Comcast Interactive have all gained from his expertise.

In 2004 his work with Participant Productions was significant, brokering business deals with Hollywood to create entertainment that inspired audiences to make social change.

Film credits included *Syriana*, *North Country*, *Good Night and Good Luck* and documentaries *Murderball* and *An Inconvenient Truth*. Each and every production earned a raft of award-winning critical acclaim.

From their first meeting, Adams and Barnett discovered a professional connection. Barnett's work with Niki Caro and Linda Goldstein-Knowlton – the Director and Executive Producer of *Whale Rider* respectively, was followed up by Adams when Participant Productions helped fund and produce Caro's next film, *North Country* as well as Goldstein-Knowlton's directorial debut, *The World According to Sesame Street*.

When Adams was invited to work on myheartwill.com, he leapt at the chance.

“When I first learned of the concept, I honestly thought it was one of the best ideas I'd heard in years.

“myheartwill.com is a totally new kind of social media tool that comes in the wake of Facebook, MySpace, Twitter - phenomenal new interactive platforms that have dramatically changed the way we communicate.

“As engaging and entertaining as they are, the speed at which consumers are being asked to interact within these platforms is a bit dizzying and, while fine for day-to-day communication, it does not really tell any sort of story about oneself.

“myheartwill.com is a whole new consumer proposition. It takes us on a totally new journey – the site enjoys total privacy, it can be as simple or as detailed as you like, it evolves at your pace – you can build it over time or create something meaningful in an hour.

“It's gentle, it's deliberate, it's heartfelt. It's the birth of a new online era.”

myheartwill.com has been produced by New Zealand-based independent multi-media entertainment company, Satellite Media, of which South Pacific Pictures is a 50% shareholder.