Bat Signal Lights Up Pittsburgh

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Next Summer's "Dark Knight Rises" already boasts innovative marketing.

I guess this image speaks for itself, doesn't it? After months of shooting in Europe and India, filming commenced this week in Pittsburgh on next summer's Batman film, *The Dark Knight Rises*, and to celebrate, Idea Foundry and Lightwave International built an illuminated replica of the Bat symbol and displayed it on the Highmark building. This is another example of how marketing and branding are taking a state-of-the-art leap forward.

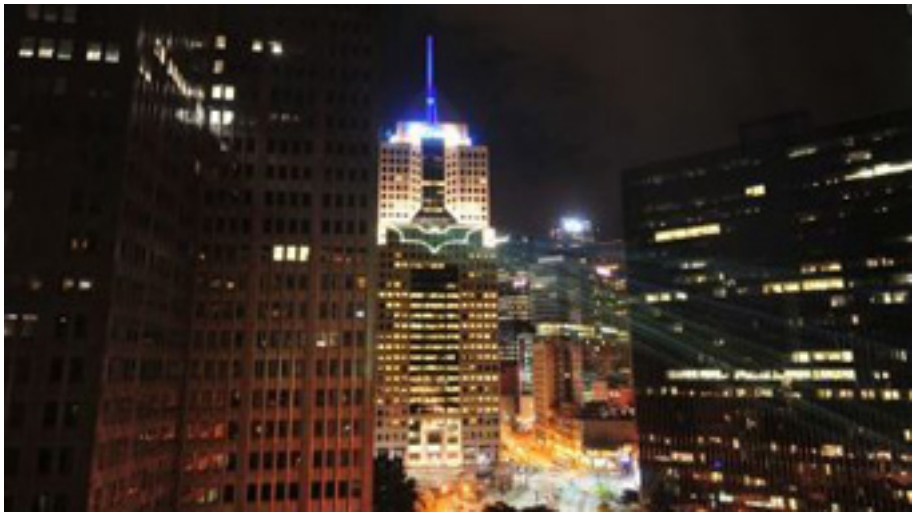
Pittsburgh is taking over from Chicago as the setting for Gotham City. According to the Pittsburgh Post-Gazette, Mike Matestic, CEO of Idea Foundry and Highmark, Inc., told them: "[Our company] is delighted not only to see major motion pictures like [*Batman*] choose to film in Pittsburgh, but also to help them take advantage of all the other benefits our region's technology companies have to offer.

"What we're seeing with Lightwave is just the tip of the iceberg in terms of how our local tech companies can help filmmakers produce, market, and generate new revenue streams for their movies and TV productions."

The film is sure to be one of the big blockbusters of next summer, and if this is an example of marketing that's already just beginning, it looks like we'll have an interesting year in this regard leading up to its July 20 premiere.

And if you're interested in other forms of slightly-more-traditional sign and vinyl graphics marketing, be sure to check out our August issue of *Sign Builder Illustrated*.

Additional Source: Movieviral.com.



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