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Firefox Contest Calls on Independent Filmmakers

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Mozilla is doing something that no open-source Web browsing project has ever done before -- using independent filmmakers to spread the word about its next release.

Call it open-source marketing. Mozilla is reportedly preparing to tap into the large community of amateur filmmakers to produce 30-second video advertisements to promote Firefox 1.5, the latest edition of its popular Web browser.

Rather than an Oscar, Mozilla will offer the winner a chance to make a name for himself -- or herself -- in the open-source community. The winner will also take home a high-end computer system. The browser maker has told a British media outlet in that a panel of film industry judges will select the winner.

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