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New Mexico Film Office Announces Two Multimedia Productions are Being Produced in New Mexico by Local Creative Technology Company, Ideum Inc.

SANTA FE, NM – The New Mexico Film Office announces two interactive media productions are being produced by New Mexico creative technology company, Ideum Inc.

The New Mexico Partnership – Adventures in New Mexico

Adventures in New Mexico a new outreach tool for the New Mexico Partnership, aimed at recruiting businesses to the state, is being produced in Corrales, New Mexico through September 2021.

The new digital media tool intended to help allure businesses to New Mexico, is for those looking to relocate their businesses to New Mexico and allows them to explore the scenic vistas and exciting locales of the state through an engaging interactive kiosk. The content displayed will highlight New Mexico's beauty and assets. The New Mexico Partnership's *Adventures in New Mexico* will be produced in a custom color and will be used at regional trade shows and online.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Darold Ross, Ideum Producer.

The production is employing 5 New Mexicans.

Escape to Mars – Virtual Escape Room

Ideum Inc., is also producing *Escape to Mars – Virtual Escape* for a technology firm based on the East Coast. Production is taking place in Corrales, New Mexico through September 2021.

Escape to Mars is a virtual escape room experience that pits the visitor against a survival simulation of a death-defying mission on Mars. Players traverse an

interactive planetary station and solve puzzles through a combination of quick reflexes and digital augmentations that help them eventually escape danger. The web-based experience can be played in many modern browsers.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Darold Ross, Ideum Producer.

The production is employing 5 New Mexicans.

For more information on the productions, contact: info@ideum.com

All film and television productions in New Mexico are required to adhere to the state's operative emergency public health order, associated public health restrictions and COVID Safe Practices.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. Back2One recommendations and other COVID Safe Practices can be found at nmfilm.com

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About Ideum:

Ideum is a 20-year-old digital design firm based in Corrales, New Mexico. Deeply rooted in the museum field, the firm has worked with museums across the globe developing cutting-edge digital exhibits. Ideum develops touch and touchless hardware, designs, and fabricates custom exhibits, and develops interactive software. Learn more at www.ideum.com



The New Mexico Film Office

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A division of the [New Mexico Economic Development Department](http://www.nm.gov/economic-development)



The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

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