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New Mexico Film Office announces production of digital interactive wine-tasting experience

Albuquerque, NM—The New Mexico State Film Office announced today that the production of interactive wine-tasting media was created in Corrales in September.

Produced by Ideum Inc.'s **Grace Abler**, this project is a collaboration with a local business to create an interactive, custom wine-tasting experience. The digital media will walk the user through the basics of wine tasting and prompt them to select the aromas they notice within the wine. The platform will also provide information about all the wines that are being tasted, with all content customized by the winery.

"Ideum, Inc. is thrilled to partner with a local business to introduce a first-of-its-kind, interactive wine-tasting digital table," **Abler** stated. "This will help elevate any winery's wine-tasting experience by focusing on what the participants notice in the wine rather than how wineries have characterized their product. Ideum, Inc. is very happy to contribute to the winery culture within New Mexico and continue innovating in whatever space we engage with."

The creation of the interactive experience employed approximately six New Mexico crew members.

For more information, contact grace.abler@ideum.com.

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The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2024 Best Place to Live and Work as a Moviemaker](#)" by *MovieMaker Magazine* for the second consecutive year.

To learn more, visit nmfilm.com.

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A division of the [New Mexico Economic Development Department](#)



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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