



## Startup Offers Free Screen Tests in NYC & Digital Tools to Actors

New York, NY – October 9, 2012 – In the acting world you might as well be nobody until you get a screen test. In the past, getting a screen test was like passing through a velvet rope - you had to wait in a long line, have a lot of luck or pay a lot of money to get past the bouncer of such an exclusive club. But not anymore. The media industry is changing, and along with it, the paths to success. Screen Test Star USA™, is a new company aiming to give actors an edge in the technological age, and is starting with a one-day-only event for actors in the New York area offering a free professionally produced screen test to enhance their acting portfolios. Participants can also enter their screen test into a contest for the chance to win actual roles in an upcoming production. Anyone can sign up for a screen test via an easy online form on the [Facebook page](#), or [main website](#), of Screen Test Star USA™. The company hopes to become the leading platform for connecting actors with career opportunities. Their services will include online career management tools, audition databases and screen test production. All of this is coming at just the right time for an explosion of acting opportunities nationwide.

"Every day we see more screens pop up, whether on our phones, tablets, computers or even taxi cabs and elevators, so naturally there will be more and more demand for talented screen actors to play roles in everything from independently produced web series to big budget films. Screen Test Star USA™ is here to bridge the gap between aspiring actors and the producers looking for fresh faces, and to help actors in the professional development on their career," says Executive Producer and Legal and Business Affairs Advisor, David N. Sharifi, Esq., who will be on media tour in New York City October 17-25 to promote the free screen test service to aspiring actors.

Talent is being discovered online more than ever, making the online portfolio essential for a modern actor's success. A screen test is the most powerful tool actors can use to set themselves apart from the competition, especially if that screen test is professional quality – produced and edited by experts.

STS USA is currently accepting reservations for their free screen test day, but spaces are limited, so interested actors should go to [www.screenteststarusa.tv](http://www.screenteststarusa.tv), or to the Screen Test Star USA™ [Facebook page](#) to sign up. Additional screen tests will be available for purchase. Details can be found on their website.

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Screen Test Star USA™ is a new social media platform for actors. It harnesses the convenience of the Facebook platform to disrupt traditional casting practices. Actors can market themselves via a dashboard where all of their resume information, photos and screen tests can be displayed for the world to see. Their profiles will be matched to opportunities that they desire and are best qualified for. This is a convenient service for casting directors as well, so they can discover actors possessing the qualities they are looking for.