

# SIGN UP FOR "SIGN UP" ON 3rdBell.com

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Technology has become an undeniable part of our life. We depend on it to help us keep in touch, be updated and interact with the world around us. We look to it to bring us our morning news to evening entertainment and everything in between. So it seems only fitting that Bangladesh's next mega serial aptly named "Sign up" has been launched exclusively in Bangladesh's first digital entertainment portal 3rdBell.com.

3rdBell.com, Bangladesh's first video on-demand digital subscription service hopes to provide the best of Bangladeshi entertainment and a wide variety of

original programming that will cater to all tastes. The platform is currently free to use and all the content can be accessed by creating a free account on the site. "Sign up" is 3rdBell's first original show that has premiered on the site and it was launched at a press conference on May 25<sup>th</sup> 2015, at 3rdBell's Head Office.

"Sign up" is primarily a coming-of-age drama series that deal with issues of love, friendship, betrayal and all the complications and indecisiveness that come with the wonderful yet terrifying time of life known as being young. The story circles around a group of friends and their life at a private university. Each of



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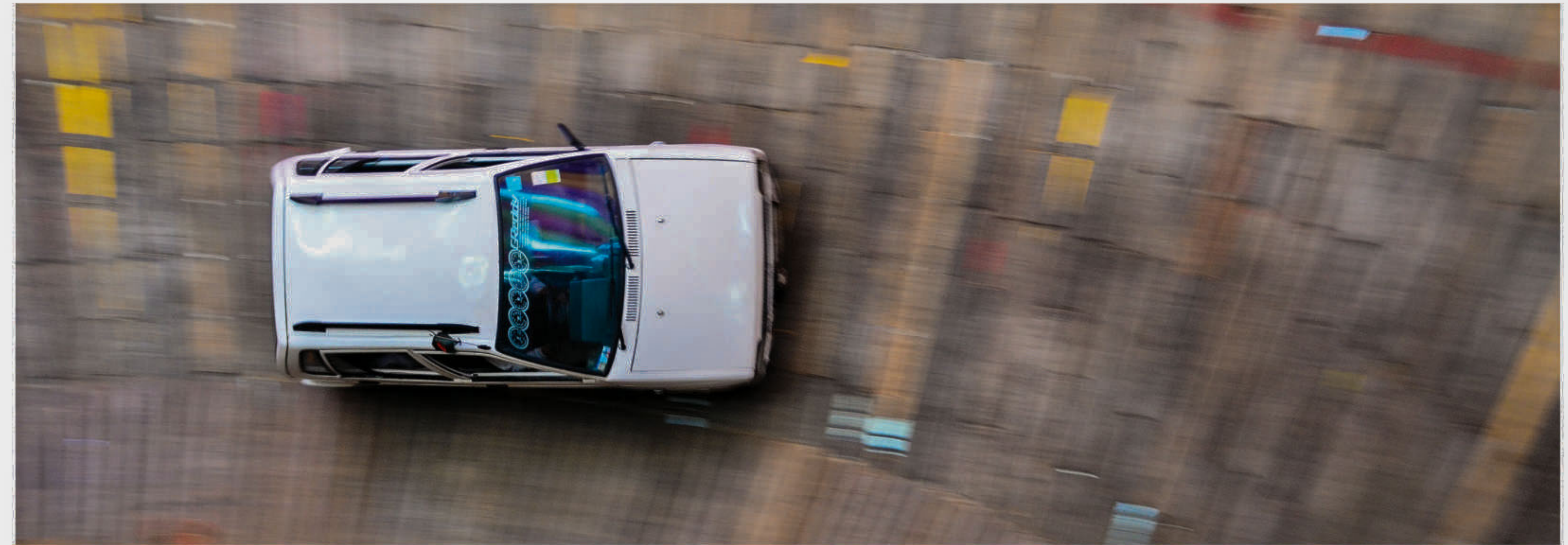
them have a distinctive personality, a unique view towards life and are all hailing from very different backgrounds. Yet, all of them are united with the same thirst for adventure, sense of wonder and wide-eyed dreaminess that makes them believe anything's possible. You may wonder how the show differs from others in the same genre-- that would be in the narration of the story itself. Although "Sign up" uses a tried and true premise for the show, it depicts a story that goes beyond the usual edited portrayal of youth. It focuses on real subject matters that generally inspires and influences young. It depicts both the fun and difficult part of young adulthood, which makes it all the more relatable. As the show progresses,

we see how the characters in the series are shaped and re-shaped by the vignette of experiences that life throws at them; everything from its lighter side such as fast food, music, adda and internet to much darker ones such as drug addiction and forbidden love.

"Sign up" is directed by imminent director Rubayet Mahmud, who has made a name for himself with popular mini-series and serials, such as "Pry Rockstar" and "Sesh theke shuru." Michil Saha worked alongside him as the cinematographer. The fetching Script of the show is written by Sharmin Hayat Deepa. Cabin Bag Entertainment, a production company came forward to produce the break through online

exclusive drama. Nawsheen Nahreen Mou also plays a very distinct central character in the serial. Supporting the prominent behind the scenes team is a group of vivacious and talented young actors who bring this charming series to life. Lutfor Rahman Gorge, Milon Bhattacharjee, Mumtahina Toya, Isheka Khan, Ali Anubhab Rajat, Niyaz Morshed, Nelson Rozario, and Ruslan Haider play the central characters of the show. The catchy theme song of the show was sung by popular singer Elita Karim.

Each episode of the show is 7 minutes long and 5 episodes will be upon 3rdBell.com every Thursday. So get ready to be entertained anytime and anywhere with "Sign up" and 3rdBell.com. ■



"But risks must be taken because the greatest hazard in life is to risk nothing. The person who risks nothing does nothing, has nothing, is nothing. He may avoid suffering and sorrow, But he cannot learn, feel, change, grow or live. Chained by his servitude he is a slave who has forfeited all freedom. Only a person who risks is free. The pessimist complains about the wind; The optimist expects it to change; And the realist adjusts the sails."

– William Arthur Ward, To Risk

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Manik Mia Avenue

**CONCERT FOR NEPAL**  
May 29 to May 30  
Kalabagan Field