

XDC Participates in Europe's Finest 'Cinema-on-Demand' Digitisation Project

XDC will digitise circa 35-40 European films in the Fall of 2008, focusing on film classics.

Cologne 2008 - reelport GmbH in Cologne will pilot Europe's Finest 'Cinema-on-Demand' digitisation project funded by the EU MEDIA program in cooperation with the Digital Content Lab of XDC, which has been selected for the digitisation of circa 35-40 European films in the Fall of 2008, focusing on film classics. The films will be digitised – with the primary source material being mainly 35mm copies -- into a JPEG 2000 DCI interoperable format in order to enable screening in theatres throughout Europe that are equipped with 2K DLP Cinema systems. Other digital file formats will be taken into consideration on a case by case basis.

"We intend to establish a digitisation pool for some of Europe's best films in order to provide cinemas in the future with the opportunity to screen such classics in the highest quality, with more flexibility for programming and at less cost. We are keen to work with a partner like XDC, which is one of the leading digital cinema service companies in Europe," said Tilman Scheel, Managing Director of reelport GmbH. *"XDC Digital Content Lab has been chosen because of its great expertise, its high quality service and its successful track record of over 300 films and thousands of digital copies."*

Serge Plasch, CEO of XDC pointed out: *"XDC is very proud to be part of Europe's Finest innovative project. It is a pleasure to collaborate with the dynamic and creative team of reelport. For sure, this project will offer cinemas the chance for more all-encompassing programming."*

About XDC International

Created in 2004, XDC is a global provider of digital cinema solutions. XDC manages the operations for the deployment of digital cinema systems into theatres, as well as preparing and delivering the digital content distributed into the cinemas. XDC is also the manufacturer of advanced digital cinema products: server, theatre management system, central library, and more. XDC is an Official Partner of the Cannes and Locarno Film Festivals, and a founding and active member of the European Digital Cinema Forum. The company has offices in Belgium, Germany, Spain, and France. XDC is a member company of EVS Group which has more than 170 staff worldwide and a market capitalization of €900M. More info available at www.xdcinema.com.

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About Europe's Finest

Europe's Finest is the name of the European film digitisation project to be carried out in 2008 by reelport GmbH based in Cologne / Germany. More info available at www.finest-film.com.

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About reelport GmbH

With the unique combination of rights clearance, encoding and digital delivery services - for distributors as well as for film festivals - reelport makes films accessible at all times to people from all around the world. Reelport is supported by the MEDIA programme of the European Union. More info available at www.reelport.com.

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