



**Sound  
Associates**

Projection and Sound System Engineering

Digital Cinema  
powered by



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## XDC and Sound Associates Announce Partnership Agreement

Having successfully contributed to the creation of the largest digital cinema network in continental Europe, XDC will now offer the full range of its deployment operations services to UK's exhibitors with the support of Sound Associates, UK's leading cinema equipment integrator.

**London 2008** – From its beginnings in 1958, Sound Associates has continued to provide solutions to the technical challenges for film exhibition – including preview theatres, bespoke locations, independents, and the multiplex operators – specifying, installing and commissioning equipment designed to maximise the viewing and listening enjoyment for all audiences. Fabrice Testa, Vice President Sales & Business Development at XDC, said: *"We are very proud to have signed a partnership agreement with Sound Associates. They enjoy excellent relationships with all the key exhibitors, along with the major industry projector and server suppliers. They have an impressive history in digital cinema - from the installation of single screens up to the global provision of fully integrated and networked D-Cinema solutions inside multiplex venues."*

XDC has today built the largest operational D-Cinema network in continental Europe (Sweden, Belgium, Luxembourg, France, Spain, Switzerland, Germany, Austria, The Netherlands and Poland). Bernard Collard, Executive Vice President – General Manager at XDC, points out: *"XDC is now ready to offer its deployment operations services in the UK. For many reasons, the UK is a strategic marketplace in Europe and large-scale roll out programmes will start in the coming months."*

Jerry Murdoch, Sales & Marketing Manager for Sound Associates, said: *"Initially, Sound Associates will provide sales & marketing support to XDC in UK. Once a contract is signed, we will carry out the site inspections and detail any related necessary infrastructure work. We will then install the equipment (including any stereoscopic (3D) systems), and provide on-site training, on-site annual maintenance visits and of course, if necessary, call-outs. The helpdesk and monitoring support will still be serviced by XDC as their staff is fluent in English. We are delighted to collaborate with XDC ... we have known them for a long time, and they have built the most comprehensive digital cinema service entity in Europe."*

**XDC and Sound Associates are participating to the DigiTraining 2008 organized by Media Salles in London. They will hold a common presentation on Friday April 11<sup>th</sup>, and on Saturday April 12<sup>th</sup>, they will sponsor the Closing Dinner in order to celebrate the 50<sup>th</sup> Anniversary of Sound Associates. In order to get your personal invitation, please send an email to [jmurdoch@soundassociates.co.uk](mailto:jmurdoch@soundassociates.co.uk).**

### 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 it prepares and delivers the digital content distributed into the cinemas. XDC is also the manufacturer of advanced digital cinema products: server, theatre management system, central library .... 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 €1 billion. More info available at [www.xdcinema.com](http://www.xdcinema.com).

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### About Sound Associates

Sound Associates provide picture and sound presentation solutions to the entertainment industry. Cinema continues to be at the forefront of the activities and Sound Associates remain the UK's leading cinema equipment integrator. More info available at [www.soundassociates.co.uk](http://www.soundassociates.co.uk).

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