

XDC Signs Cooperation Agreement with Emerging Pictures For European Digital Distribution Services

XDC, the leading digital cinema service company in Europe, signs a cooperation agreement with Emerging Pictures, New York-based digital entertainment company, to provide, in selected European countries, digital mastering and distribution logistical services for La Scala opera titles.

Amsterdam, Cinema Expo 2008 – The opera performances from La Scala, the legendary 229 year-old Opera house in Milan, as well as other opera titles distributed by Emerging Pictures, will now be digitally processed by the XDC Digital Content Lab in order to allow audiences in cinemas in Europe to enjoy the magic of opera. The initial agreement signed between XDC and Emerging Pictures is for the technology cinema services required for the distribution of content in digital file format to digital screens installed in Benelux, Austria, Switzerland, Sweden and Spain. Other territories should be added soon. *“We are very proud to have been selected by Emerging Pictures as its technology partner in continental Europe. This results from our successful track-record for several years with hundreds of titles and thousands of digital copies processed by our Digital Content Lab,”* said Fabrice Testa, Vice President Sales & Business Development, XDC. *“We are used to serve a lot of cinemas all over Europe. Besides the digital mastering, we also offer added-value services like extranet applications, NOC (Network Operations Centre) services and a multilingual helpdesk available all the day and all the week.”*

The current digital cinema series of operas from the Teatro all Scala (La Scala) includes “La Traviata” (Verdi), “Aida” (Verdi) “Maria Stuarda” (Donizzetti), “Il Triittico” (Puccini) and “Tristan und Isolde” (Wagner). The 2008/2009 La Scala season will begin with Verdi’s “Don Carlo” and then Rossini’s “Viaggio a Reims”.

“The collaboration with XDC, Europe’s leading provider of digital cinema technology services is a logical choice in expanding the digital cinema distribution of Emerging Pictures’s programs of operas from La Scala and other Italian grand theatres, as well as Ballet from the Bolshoi. No other company has the experience and record of excellence in performance that XDC has demonstrated over the years as a pioneer in this field,” stated Giovanni Cozzi, President of Emerging Pictures.

Bernard Collard, Executive Vice President & General Manager, XDC concluded: *“We know Giovanni and his team for a while ... and we are really happy to be able to work with them. Today, alternative content programmes like operas are seen by exhibitors, equipped with digital equipment, as important contributors to expand their revenues. For sure, the superb operas of La Scala are offering amazing experiences on the big screen.”*

About XDC International

Created in 2004, XDC is a global provider of digital cinema solutions in Europe. XDC manages operations for the deployment of digital cinema systems in theatres (based on different business models: VPF, leasing ...), as well as preparing and delivering digital content which is distributed in cinemas. XDC also manufactures advanced digital cinema products: servers, theatre management systems, central libraries, and more. XDC is the Official Partner of the Cannes and Locarno Film Festivals for digital cinema, and a founding and active member of the European Digital Cinema Forum. The company has offices in Belgium, Germany, Spain, and France. XDC is backed by EVS Broadcast Equipment (Nyse Euronext EVS.BR) and several leading financial investors. More info available at www.xdcinema.com.

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About Emerging Pictures

Emerging Pictures was founded in 2002 by Barry Rebo, Giovanni Cozzi and Ira Deutchman to create a new theatrical distribution process for independent, international and documentary films through the use of digital technology. Emerging has grown into a distribution, marketing and exhibition company through its network of affiliated theaters, Emerging Cinemas, which bring first-run arthouse cinema and other specialty programs such as operas, concerts and Syndicated Film Festivals and series to cities and communities that would otherwise not usually have access to such films. Since 2007 Emerging Pictures manages the worldwide theatrical distribution of the Operas from the Teatro alla Scala produced in high definition by RAI Trade. More info available at www.emergingpictures.com