

XDC European Digital Cinema Network Exceeds 500 Screens With Additional 400 to be Installed

XDC, the leading Pan-European digital cinema service company, has the largest operational network with 500 screens in 10 European countries, including 400 screens under leasing agreements and 100 screens under the VPF model. 400 screens under VPF agreements have still to be installed.

Las Vegas – ShoWest 2009 – From 2005 to 2008, XDC has been installing 400 digital screens in 10 European countries. These systems were financed via a leasing model. In June 2008, XDC signed its first VPF deal with Cineplex in Austria. So far, 100 screens are already installed. The roll out should be completed with additional 100 screens before summer 2009.

Serge Plasch, XDC's Chief Executive Officer said: *"XDC's VPF-based model is really working well. Exhibitors can enjoy all the benefits of digital systems, mainly reducing operating costs and increasing their revenues with 3D and alternative content. The distributors are delivering films in digital format and are paying the VPFs. I have to point out that this is the case not only for the 6 US majors, but also for the independent distributors. Indeed, digital allows them to have immediate financial savings vs 35mm (even while paying VPF), but also digital allows a greater flexibility for example with the availability of the different versions, and then, it permits optimizing revenues."*

XDC has also VPF agreements for additional 300 screens (still to be installed) in 4 other European countries: 200 screens in Portugal (mainly with Zon Lusomundo), and 100 screens in Germany, Switzerland and Spain with independent exhibitors (from 1 to 25 screens per exhibitor).

Fabrice Testa, XDC's VP Sales & Business Development commented: *"In addition to these VPF agreements, we are also working on many other projects, as well as helping some exhibitors to benefit from the expected 3D blockbusters "Monsters vs Aliens" and "Ice Age". Hence, we have installed 12 systems (XDC servers and Barco projectors) with Palace Cinemas in Hungary, Czech Republic and Slovakia; and we are currently deploying 7 systems (XDC servers and Cinemeccanica projectors) with Warner Village Cinemas in Italy".*

XDC has also recently implemented its advanced Theatre Management System and Central Library, the XDC's CineStore® Plaza, to cinemas in Europe (for example Kinopolis Liege), and is working on new developments for film and live content delivery, management and monitoring.

About XDC International

As far as today, XDC has installed more than 500 digital screens in 10 European countries and is the leading service company, dedicated to building a pan-European digital cinema network. XDC provides end-to-end digital cinema solutions encompassing equipment selection, financing (VPF, leasing, ...) and integration, training, installation and support, and content management and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all the 6 major US studios Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. XDC has achieved a global financing of 100 millions Euros with Fortis Bank to allow the VPF roll out of 2,000 digital screens in the first phase of its European deployment program.

XDC Digital Content Lab has been processing more than 500 different titles, and offers a full service including mastering, duplication, key management, 24/7 helpdesk, extranet tracking, physical/virtual delivery. Last but not least, XDC also source, manage and actively promote 'Alternative Content' programming for cinemas. 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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