



Digital Cinema
powered by



PRESS RELEASE
June 25th, 2009

Multikino and XDC Sign a Letter of Intent To Deploy 174 Digital Screens in Poland

XDC, the leading Pan-European digital cinema service company, and Multikino, the leading multiplex cinema chain in Poland, have signed a Letter of Intent for the deployment of digital cinema systems in 174 of Multikino's cinema screens in Poland.

Amsterdam – Cinema Expo 2009 – The Letter of Intent signed between **Multikino** and **XDC** includes the roll out of DCI-compliant projection systems co-financed by the Virtual Print Fee (VPF) model, represented by XDC. Multikino and XDC plan to sign final deployment agreement within 3 months. Rollout is scheduled to begin in Fall 2009, with an initial commitment of 100 screens throughout the year 2010. The whole installation process is to be completed by 2011.

Piotr Zygo, CEO of **Multikino** stated *"Entering in VPF deal with XDC we improve our competitive advantage in term of quality of films and capability of screening 2D and 3D content, as well as we open space for alternative content and leverage our advertising tools. Those factors should generate new streams of Multikino's revenue in the future."*

Serge Plasch, XDC's Chief Executive Officer said: *"It's a real pleasure to announce our fourth major VPF deal in Europe. Multikino is the leading exhibitor in Poland. We are convinced to build a fruitful cooperation with them on many aspects: exhibition services, distribution, alternative content and advertising. XDC is probably the only company in Europe able to provide smart solutions for each of these revenue segments."*

Under the terms of the agreement, which is to be finalized within the next three months, XDC will exclusively install DCI-compliant digital projection systems: 174 2K Cinema projectors and XDC's CineStore® Solo G3 D-Cinema servers. XDC will also implement a fully integrated and networked solution in each of the 20 complexes, thanks to its advanced Theatre Management System and Central Library, the XDC's CineStore® Plaza.

Digital Cinema Polska will carry out the installations and maintenance, as well as the frontline helpdesk.

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 including equipment supply, financing (VPF, leasing, ...), training, installation and maintenance, as well as content processing 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. Today, XDC has signed VPF deals with exhibitors for about 900 screens spread over 10 European countries (Austria, Portugal, Germany, Switzerland, Spain, The Netherlands, Hungary, Czech Republic, Slovakia and Poland). XDC has also 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 is also very active in Alternative Content by offering a full service from booking and promotion up to delivery, reporting and box office collection. XDC is backed by EVS Broadcast Equipment (Nyse Euronext EVS.BR) and several leading financial investors. More info available at www.xdcinema.com.

XDC Marketing & Communication Department - Tel.: +32 4 364 12 00 - Email: marcom@xdcinema.com

About Multikino

Multikino was the first cinema operator in Poland launching 8 screen multiplex cinema format in 1998 in the city of Poznan. Today Multikino is the Poland's number two nationwide cinema operating 21 multiplexes with 186 screens and over 41 thousand seats in 15 major Polish cities with another cinema with 10 screens in 2009 opening pipeline..