

Hollywood Megaplex and XDC Agree To Deploy 40 Digital Screens in Austria

Hollywood Megaplex, one of the leading exhibitors in Austria, and XDC, the n°1 digital cinema service company in Europe, have agreed on the deployment of 40 digital cinema systems in 4 cinemas.

The agreement between **Hollywood Megaplex** and **XDC** includes the roll out of DCI-compliant projection systems co-financed by the Virtual Print Fee (VPF) model.

Ingrid and Heinz Hueber, Managing Director of the "Hollywood Megaplex"-group, stated: *"We made the decision for XDC because they offered the most comfortable solution for our cinemas. With the help of XDC we will install Christie projectors. We already worked successfully with their products for the past years. Their Series 2 projectors will finally take us to the future."*

Serge Plasch, XDC's Chief Executive Officer said: *"Hollywood Megaplex has been working with XDC since more than 3 years, after a successful experience using one or two digital systems per complex it is now time to move to the next phase. We are very happy to be in charge of the complete 100% roll out. This plan will be executed as soon as the new Series 2 projectors will be delivered. Here again the XDC VPF proposal appeared to be the best solution for a fast and easy digital roll out".*

Under the terms of the agreement with XDC, Hollywood Megaplex will exclusively install Series 2 DCI-compliant digital projection systems. Hollywood Megaplex will also implement a fully integrated and networked solution in each complex, thanks to XDC's advanced Theatre Management System and Central Library, the XDC's CineStore® Plaza. A content delivery network will also be implemented by XDC in order to allow distributors to deliver films directly by satellite and/or broadband connection to the cinemas, as well as to give the opportunity to Hollywood Megaplex to perform live 2D and 3D transmissions.

All the systems will be connected to the XDC's NOC (Network Operations Centre) which will perform the hotline support and the preventative remote maintenance. Thanks to the sophisticated XDC's CineStore Data web-based application, the frontline support (with the possibility to have a full remote monitoring of the digital systems) will be directly managed by FTT, which will also take care of the installations and maintenance.

About XDC International

XDC is the n°1 digital cinema company in Europe with more than 1.350 committed digital screens out of which 50% have already been deployed. XDC HQ is based in Liege (Belgium) and provides end-to-end digital cinema solutions including equipment supply, financing (VPF, leasing, ...), training, installation and 24/7 maintenance, as well as content processing and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all 6 major US studios Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. Besides its financing program with ING Lease, XDC has set up a global financing of 100 millions Euros with a bank consortium led by BNP Paribas Fortis to allow the VPF roll out of 2,000 digital screens for its European deployment program. XDC Digital Content Lab has been processing more than 600 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.

The main shareholders are EVS Broadcast Equipment (Euronext Brussels: EVS, Bloomberg: EVS BB, Reuters: EVSB.BR) (www.evs-global.com), GIMV (Euronext Brussels: GIMB, Bloomberg: GIMB BB, Reuters: GIMV.BR) (www.gimv.com) and SRIW (www.sriw.be).

More info available at www.xdcinema.com.

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About Hollywood Megaplex

The cinema – revolution began 1995 in Pasching/Linz: 12 screens and 2666 seats in a building of 11,000m². More than 900 m² screens, luxury armchairs and “lover – chairs” for two with optimum row distance and stadium seating. All cinemas fully air conditioned, the most modern technology (the first cinema worldwide with SCS – Sony Cinema Stereo and the first cinema in Austria with SDDS – Sony Dynamic Digital Sound System in 8 channel digital sound), since 1999 also equipped with DTS – ES (Sound Wall – Digital Theatre Sound – Expanded Surround System).

The newest technologies installed since October 2005: DIGITAL CINEMA. In October 2007 the first 3D – unit was installed and increased up to now five 3D – screens.

1997 Hollywood Megaplex Sankt Poelten opened (8 screens, 1740 seats, one 3D - screen), 1999 Hollywood Megaplex Shopping Center Nord in Vienna (8 screens, 2070 seats, one 3D - screen) and 2001 Hollywood Megaplex Gasometer in Vienna (12 screens, 2848 seats, two 3D - screens).

The Hollywood Megaplex Group offers the numerous visitors (2009 over 1.5 million) best service and the wide range of films in perfect quality.

More information available at www.megaplex.at

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