

## DDCinema Presents *Mefistofele* Opera via Live Satellite Broadcast on 19 Digital Cinema Screens in 7 European Countries

On 27th January 2008, DDCinema presented the first live satellite broadcast from Palermo, Italy, on the opening night of the season of Teatro Massimo, one of the most beautiful theatres in the world. The opera chosen for this important broadcast was the first performance of a new production of Arrigo Boito's *Mefistofele*, a spectacular work adapted from W. Goethe's *Faust*.

As the inaugural event of DDCinema, a joint initiative between Qubo, Dynamic, and XDC, *Mefistofele* was broadcast live the evening of 27 January from Teatro Massimo in Sicily on 19 digital cinema screens in 7 European countries: Belgium, Germany, Italy, Spain, Switzerland, The Netherlands, and the UK.

With its 3,500 seats, the Teatro Massimo in Palermo is one of the greatest opera houses in the world. The performance at the Teatro Massimo in Palermo features artists of the highest standing. The direction of the opera is entrusted to the great experience of Giancarlo Del Monaco, son of the famous tenor, who has been active in the theatre for over forty years.

Elena Rasori, Project Manager of DDCinema said: *"Mefistofele was really fine, the singers were excellent and the image quality was really nice and colourful. The lights were modified for the video shooting and the quality was top rate. There was also an introduction by Madley Monty of the main artists with short interviews, as well as the plot in English and Italian."*

The live satellite broadcast was possible through the support of the Sicily Region represented by President Salvatore Cuffaro, Vice-President Prof. Antonio Cognata, and Artistic Director Lorenzo Mariani.

More live events will be available this year in the catalogue of DDCinema, as well as pre-recorded alternative content. DDCinema will offer an eclectic range of alternative content to cinemas: television programs, sporting events, stage productions, concerts, documentaries, anime films, and live events.

### About DDCinema

DDCinema means "Distribution Digital Cinema". It is a joint initiative from XDC, Qubo, and Dynamic, whose purpose is to distribute alternative content programmes to cinemas across Europe that are equipped with digital cinema projection systems. More info is available at [www.ddcinema.net](http://www.ddcinema.net). Marketing: [m.murmura@ddcinema.net](mailto:m.murmura@ddcinema.net)