



“THIS HERE’S THE FUTURE” BOOGIE NIGHTS (1997) DIGITAL CINEMA SEES THE LIGHT

Newly launched digital cinema outfit, Quantum Digital, has combined with Odeon, the UK’s largest cinema operator, to take digital cinema beyond its embryonic stage. On October 4th a digital demonstration will be presented at the Odeon West End, Leicester Square. At this demonstration Quantum Digital, together with Odeon and market leading equipment and service providers, will introduce a pioneering end to end model for digital cinema distribution and exhibition whereby any content, film or otherwise, can be distributed to the cinema screen.

The objectives of October’s demonstration will be to take the mystery out of what digital cinema is and what it could mean to producers, distributors and the consumers alike. Presentations will be made by representatives from each of the participating technology providers to explain the technologies involved and how they link together to deliver a comprehensive platform for digital cinema.

A series of digitised feature film trailers and screen advertisements will also be shown, demonstrating the use and highest quality Barco D-Cinestar Projector using DLP Cinema™ technology and Dolby digital sound. A Q&A panel comprising representatives from the participating parties will then take the stage.

The Q&A panel will comprise the following: Marc John, Quantum Digital (systems integrator/digital content distributor) Richard Segal, Odeon (UK’s largest cinema operator) Sjoerd de Clerck, Barco Digital Cinema (DLP Cinema™ projection) Graham Edmondson, Dolby Laboratories (digital audio) Bernard Collard, EVS Digital Cinema (image compression and server) Bernard Pauchon, France Telecom/GlobeCast N.E* (security and transport) Steve Luther, Red Post Production (mastering) Other organisations involved in the trial include: Carlton Screen Advertising (content) SCS (satellite hardware installations) The group are also looking to take a British movie shot on 35mm and convert it into digital format for a special digital release. The selected movie will also be offered the historic privilege of becoming the first British movie to receive a digital premiere.

For further information and to register for the October demonstration, contact

Marc John: marc@quantumdigital.co.uk
Tel: (01296) 583603
Mobile: 07855 130223.

Contacts at EVS:
EVS Digital Cinema, Bernard Collard, Marketing & Sales Manager,
Direct: +32 (4) 361 70 64,
Mobile: +32 (0) 477 49 49 39
Fax: +32 (4) 361 70 99
b.collard@evs-cinema.com
<http://www.evs-cinema.com>