



First Russian Digital Cinema Theatre is opened (12/2003)

On 25 December 2003, for the first time in Russia, in “Kinosphere” Theatre (Moscow), along with all-Russian cinema release, have begun the digital screenings of the hottest animated movie of the year - “Finding Nemo” (Disney).

Digital cinema projection is the cinema exhibition technology that eliminates the application of analog film tape. The digital cinema technology allows movie files delivery to any theatre as well as satellite movie transmission to the most remote theatres. The main benefit of the digital cinema theatre is the vast opportunities that digital projection technology opens for moviegoers.

Digital cinema theatre – is something more than a traditional theatre. Side by side with high-quality analog film digital demonstrations, viewers may enjoy watching on a big screen the concerts of their favorite bands or the matches of their favorite sport teams, accompanied by high-quality digital sound, as well as to observe solar eclipse in Antarctica in real time mode of satellite broadcasting.

Digital cinema theatre –is the future of cinema exhibition and it’s available now. Digital technologies penetrate into all spheres of human life, and, following the digital television and broadcasting, mobile and satellite communications, digital technologies comes to the theatres. For more than 10 years already modern theatres use digital cinema audio formats, and now the time of digital cinema image is setting in.

This project is of great importance for Russia, taking into account the rates of development of Russian cinema market and geographic dimensions of the country. The opening of digital screening room in “Kinosphere” Theatre – is the first step forwards the cinemas of future.

NEVAFILM DIGITAL™, the department of Nevafilm JSC, in co-operation with Barco Digital Cinema (Belgium) and EVS Digital Cinema (Belgium) provided the system integration of the project.

Main technical characteristics of digital screening room, “Kinosphere” Theatre:

Digital Cinema projector: Barco D-Cine DP 30
Digital Cinema projection technology: DLP™ Cinema
Server: EVS CineStore Solo Server (content delivery: LTO tape)
Sound equipment: Dolby DMA8 <-> Dolby CP650
Loudspeakers and amplifiers: Electro-Voice
Cinema screen: Harkness Hall Perlux 140
Screen size: 10.0 ? 4.2 m.
Number of auditorium seats: 173

About Nevafilm JSC

Nevafilm JSC was launched in 1992. Currently it includes four departments:

NEVAFILM CINEMAS™ - one of the leaders in the theatre projecting, delivery and installation of the cinema equipment in Russian market.

NEVAFILM STUDIOS™ - one of the most modern post-production studios in Russia.

NEVAFILM DUBBING™ - the biggest Russian studio of foreign film dubbing for theatrical releases.

NEVAFILM DIGITAL™ - Company’s department created for practical realization of the digital cinema systems (Digital Cinema) in Russia.

For more details visit www.nevafilm.ru

About DLP Cinema™ technology

The DLP Cinema™ Technology was developed by Texas Instruments and based on application of micromirror chips - Digital Micromirror Device™. The DLP Cinema™ technology is the only digital projection technology that approved and supported by Hollywood major studios. At the beginning of 2003 more than 160 digital cinemas across the world use DLP Cinema™ technology and more than eight millions moviegoers enjoy the digital images.

More than 100 movies were released in digital for digital exhibition in the digital cinemas, beginning with George Lucas' "Star Wars. Episode I. Phantom Menace".

Texas Instruments has also developed a number of technologies to provide high quality of digital projection and to protect movie from illegal replicating:

CineBlack™ – digital image contrast control system

CineCanvs™ – digital image control system

CineLink™ – digital image security and encoding system

CinePalette™ – digital image color control system

For more details visit www.dlpcinema.com

About Barco Digital Cinema

Barco Digital Cinema is the subdivision of the world famous manufacturer of displays and monitors – Barco Company (Belgium). Barco Digital Cinema is one of the three that has the license on the usage of Texas Instruments DLP Cinema™ technology. The great experience in manufacturing of high-fidelity monitors for TV-production has allowed Barco to become one of the leading companies in digital cinema projector production.

Today, besides the digital cinema projectors of D-Cine line, Barco produces the projection equipment for alternative content cinema exhibition (sports events, concerts and advertising), equipment for business-applications in the cinemas and LCD-displays to use as "the digital posters" for advertising in the cinemas' halls.

More details on www.d-cine.barco.com

About EVS Digital Cinema

Since 1994, EVS Company develops, produces and sells the digital systems for tele- and radio-broadcasting. EVS servers are world-famed thanks to its application in covering significant events such as Olympic games, World championship on football and Super Cup.

On June 1999 the EVS Group has decided to expand its experience in server-technology area by supporting of digital cinema rollout. As a result, the EVS Digital Cinema was launched. Having a wide experience in broadcasting sector with MPEG/DVB-servers, EVS has developed a line of servers for digital cinema – CineStore family.

Currently EVS Digital Cinema – one of the leaders in cinema servers' solutions market.

More details on www.evs-cinema.com

About "Kinosphere" Theatre

4-screens "Kinosphere" Theatre is located in "Ramstore-City" trade center and is a part of entertainment complex side by side with Nescafe-IMAX – first Russian IMAX-theatre.

BFC Cinemas Company that operates entertainment cinema complex in "Ramstore-City" is the first in Russia that opened the theatre of IMAX-format and now is the first that opened digital theater.

More details on www.nescafe-imax.ru

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