



EVS part of the Kinopolis new Digital Cinema network in Belgium

EVS Digital Cinema has received an order to install 10 CineStore Solo servers in 7 Kinopolis Belgian multiplexes. This is a unique move for Kinopolis Group confirming its leading position as an innovative cinema company !

Liège, November 2003 — Kinopolis Group has announced the launching of their first digital cinema network, relying on two top Belgian companies in the digital world, EVS for the servers and Barco that will provide the projectors.

The target is not only Hollywood movies on the screens but together with Screenvision, Europe's largest cinema advertising contractor, and Studio L'Equipe, the Belgian post house, the ambition of Kinopolis is to offer the movie goers a complete digital show from the very beginning to the very end. Alternative entertainment content proposed by the new Euro1080 HDTV broadcasting company is also something Kinopolis is looking at to feed the pipe line in the future. Live and subtitling capabilities of the CineStore Solo servers make Kinopolis ready for extended digital screening program.

"We are very pleased to be part of this very exciting project by providing the CineStore Solo play-back servers " said Bernard Collard, Int'l Marketing & Sales Manager, "and the proximity of our Headquarters will help us to bring a very appropriate response to the customer's needs. Moreover, our expertise combined to the strength of our international network will give a valuable contribution to help Studio L'Equipe developing their mastering facility to prepare more digital content to feed the network."

"This is another milestone of the EVS growing presence in Europe and we're looking forward to sharing our experience with other pioneering countries like UK and Sweden" added Laurent Minguet, CEO EVS Group. Mr. Bob Claeys, Int'l Sound and Projection Director of the Kinopolis Group said: "We didn't want to wait any longer to benefit from the full advantages that digital technology can offer and we are very pleased to be working with Belgian partners !"

Today Kinopolis is opening "Finding Nemo" digitally in its digital theatres in Antwerp, Brussels, Gent, Hasselt, Kortrijk and Liège-Rocourt and this is really exciting news for the Belgian movie goers.

CineStore™ is the end to end server system for digital cinema mastering, encryption, distribution of digital movies, storage, decoding and theatre play-back. Based on existing components and standards, CineStore uses MPEG-2 compression technology that, in addition to guaranteeing outstanding picture quality, ensures interoperability and cost-effectiveness.

EVS Digital Cinema is a business unit of EVS Broadcast Equipment S.A. (a EuroNext listed company) which designs, develops and markets professional digital equipment for the Radio, Television and Cinema industries. The EVS Group employs more than 175 persons in 7 countries and sells its products to professionals of the sound and video sectors in more than 60 countries.

Contact: Bernard Collard, Int'l Sales & Marketing Manager,
Mobile: +32 477 49 49 39, H.Q. Belgium
Tel. +32 4361 7064 or email to b.collard@evs-cinema.com

More details on www.evs-cinema.com.

Contact : b.collard@evs-cinema.com