



## Easter EVS DC Newsletter (April 2004)

Today, there are more than 80 CineStore servers spread all over the world and this number keeps growing. Next twenty installations will be at Ultra Star Cinemas (West Coast USA) which will consolidate EVS leading position with more than 100 units. Some major venues like the National Film Theatre in London, the Gaumont AquaBld and the Cinema Le Balzac in Paris, Cinedom in Cologne, 9 Kinopolis Belgian theatres and 1 theatre of Kinopolis Madrid are now on EVS list.

First big event for EVS was last November, the first 2K public screening of Once upon a time in Mexico in Bangkok during CineAsia. A little later on, there was the digital release of Finding Nemo in Moscow. After Nemo, Brother Bear was also in the same Russian digital theater. This could be achieved thanks to a very good cooperation between all the concerned parties, a.o. NevaFilm, BFC Media, Barco Digital Cinema and BVI UK office.

The end of last year was also rush hour for Arts Alliance Media completing their City Screen test bed network in UK using EVS play-back systems and EVS/Snell&Wilcox complete mastering station installed at The Home London post house.

January 2004:

“La semaine du cinema numérique” with 7 digital screenings, organized by CNfilms and I-Diff at the Paris Action Christine Cinéma with the support of EVS.

More info on [www.i-diff.com](http://www.i-diff.com).

February 2004:

EVS did once again support the International Digital Film Forum ([www.i-diff.com](http://www.i-diff.com)) organized in Cannes for the first time. Major event attended by the major French cinema industry key players was for sure the very first 2K digital screening of “Malabar Princess”, a French movie directed by Gilles Legrand. Gilles Legrand stated that he would become a digital technology fan if this can help his movies to be seen by more people with a better quality.

February-March

European DocuZone network has used EVS servers for the first two demo sessions organized in A'dam and in Vienna. This initiative targets a broader distribution of documentaries but is also planning to use a higher quality level in order to distribute European specialized movies.

The Birmingham Screen Festival supported by Arts Alliance Media relied on EVS servers for its digital screenings. More details on our website, news page or at [www.artsalliance.co.uk](http://www.artsalliance.co.uk).

ShoWest ended with some very good news for EVS DC in the US. EVS CineStore servers were selected by ACAN to provide play-back systems for the Ultra Star cinema's.

More info on [www.movietheatreads.com](http://www.movietheatreads.com).

Early of April

EVS was very happy to be invited as a speaker at the last MediaSalles seminars series (part of the Media Programme of the European Union) organized in Kuurne at Barco's facility.

Last but not least, Studio l'Equipe, a Belgian post-house will launch ID-Cinema by the end of this month. IDC is a complete mastering facility for digital distribution ready to respond to the specific requirements of the upcoming market of digital cinema distribution. IDC has selected EVS DC and will use the complete integrated mastering station CineStore

Alfa combined to the state of the art Ingest encoder from Snell & Wilcox.  
More info soon on [www.id-cinema.com](http://www.id-cinema.com).

EVS DC is currently proposing the upgraded CineStore Solo server (using XP as new OS and mobile hard drive as transport media) and in the meantime our team is preparing the CineStore Solo 2d generation also MPEG2 with single screen and multiplex configurations.

As far as the technological front is concerned, EVS keeps contributing to the technical discussions through various bodies like SMPTE, EDCF and last but not least DCI. EVS has taken a note of DCI recommendations in favour of a potential new compression format for digital cinema and wants to confirm its determination to respond to those specifications. Nevertheless, we will also maintain our efforts in developing our CineStore product range based on MPEG2 compression technology. We first need to further service the existing networks and we're strongly convinced that MPEG2 will find its way in the future market of digital theatres, first as at least a transition format but also as a long term complementary solution.

In this perspective and as a funding member, EVS DC will keep leading and developing the MPEG2 Interoperability Initiative.

Last but not least EVS will be once again as a preferred partner at the Cannes Film Festival supporting various digital screenings. If you would like to meet there, please feel free to email me or give a call.

Before that , EVS team (more than 30 people) will be at NAB, but Fred Garroy, Luc Doneux and Jean-François Nivart will be there to meet with you and talk about Digital Cinema! Don't forget to stop by our booth !

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EVS Digital Cinema ([www.evs-cinema.com](http://www.evs-cinema.com)) 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 over 180 persons in 7 countries and sells its products to professionals of the sound and video sectors in more than 60 countries.

More details on [www.evs.tv](http://www.evs.tv).

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