



## EVS DC Newsletter February 2003

February 10, 2003, EVS Digital Cinema, Liège HQ, Belgium. Newsletter from EVS Digital Cinema.

Meet with us at ShoWest, Las Vegas, 3-6 March, Grand Ballroom Trade Floor !

EVS Digital Cinema technology CineStore has been selected as digital play-back system for China Film Group, for the European E-Screen network led by Elsacom and for the first International Digital Film Forum in Monaco where the EVS new subtitling technology was demonstrated.

With 45 servers spread over the world, EVS Digital Cinema keeps positioning itself as one of the key-players for the server technology.

CHINA: the EVS DC Team is very pleased to announce The China Film Group Corp. have selected CineStore Solo server and EVS Alfa Mastering station for the deployment of digital cinema in the People's Republic of China. EVS servers are part of a Chinese initiative to install 100 D-Cinema systems. EVS and the China Film Research Institute have worked together to ensure the needed security and quality of a safe content transport to eight theaters spread over 7 different Provinces.

Installations, support and training have been performed by EVS new integrator for China, China Film Co. (Z.H) Cinema Service in close cooperation with our EVS Office based in Hong Kong.

Besides the Solo server, Hua Long Post House located in Beijing will be using the CineStore Alfa server, a Mastering station for Digital Cinema secured release and play-back. The Alfa server supports multiple formats. it includes a software encoding device developed by Heuris (<http://www.heuris.com>) and an optional RT encoder.

"We are very pleased to be selected by the China Film Group to help expand the deployment of Digital Cinema throughout China. EVS DC Team keeps working closely with the standardization bodies and industry expert companies and also listens to the studios in order to develop the appropriate tools and technology required for the transition to digital distribution and play-back. We look forward to further developing our cooperation with the China Film Group on their project." said Bernard Collard, EVS DC Intern. Marketing & Sales Manager.

EUROPE: with the official support of ESA (European Space Agency), the E-Screen project is a Pan-European Satellite Distribution System for Digital Cinema co-developed by Elsacom (<http://www.elsacom.it>) and UCI Europe with the technical support of EVS Digital Cinema providing the play-back Solo servers to 7 sites installed in 5 different countries plus one Alfa Mastering station in Roma at the Elsacom NOC. The security and anti-piracy technology will be delivered by Cinea (<http://www.cinea.com>) in cooperation with EVS.

EVS DC has recently demonstrated its new subtitling technology at the Gothenburg Film Festival and at the International Digital Film Forum in Monaco. This new asset has already been approved by the Folkets Hus digital network which is eager to get more international content on their screens thanks to this new inexpensive and easy to implement technology. Subtitles are incrustated (from the text file recorded inside the server) on the fly into the pictures through the Omega decoder. This is one more major asset for EVS CineStore servers to be added to the "Live" switch button which enables the projectionist to swap from store and forward to "live" streaming.

Last week at the I-Diff/Imagina in Monaco, Three Blind Mice was one of the movies digitally projected with the EVS CineStore Solo play-back server. More details on <http://www.i-diff.com>

ALL OVER THE WORLD, EVS servers are used in many pioneering D-Cinema networks with about 45 digital cinema servers installed in Brazil, North America, Europe and China. CineStore servers use the MPEG2 @HL compression technology, an open standard supported by the Interoperability Initiative. TeleImage in Brazil and FilmTeknik in Sweden use now the CineStore Alfa Mastering station for the release of digital copies.

The EVS DC team will be at ShoWest 2003 and we're looking forward to meeting with you on our booth ! See you there !

EVS Digital Cinema

CineStore is the end-to-end EVS server solution for the encoding, distribution, storing, decoding and playing-back of digital movies. Based on existing components and standards, CineStore uses the well-proven MPEG2 compression technology which, besides guaranteeing outstanding picture quality, ensures interoperability and cost effective systems. More details on <http://www.evs-cinema.com>

About the EVS Group

EVS Broadcast Equipment (Euroclear code: 957866) 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 <http://www.evs.tv>

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