



EVS Digital Cinema, Newsletter (17 June 2004)

Here are some updates about EVS DC activities. For more information and previous newsletters have a look at our website on the news page.

Today, there are 88 CineStore servers spread all over the world and we should hit the 100 during the Summer time. Late sales are China Film Group (6 units), UCI Europe (Lisboa and Dublin), USA 7 units (AMC 4, Rave Theatres 2 and Harkins 1), Thailand (1 unit), Norway Trondheim Kino (1 unit), Japan AMC (1 unit) and Arts Alliance Media UK (3 units).

The Belgian Kinopolis network is now running 10 digital theatres. After The Day after ToMorrow, Shrek 2 will be on the screens on Friday the 18th of June. On the 4th of July, one theater in Liège and one in Brussels will present the European Soccer Cup Final on the big screen in High Definition provided by Euro 1080.

Back to Cannes 2004, EVS was very proud to support three digital screenings in the restored section, 2 from Warner: "The Big Red One" and "Blow up" and one from Mapa Filmes Brazil, "Earth Entranced".

Cannes was also the opportunity for EVS to introduce XDC, a European Digital Cinema Network Initiative. XDC was presented for the first time at the « Cannes Film Festival 2004 ». XDC is a private funded initiative supported by EVS Group. The feed back was quite enthusiastic because XDC offers a realistic, affordable and complete solution. XDC proposes to equip a high number of theatres all over Europe and will set up full logistic services from content preparation to digital screening and archiving. Distributors will pay at least 20 % less than the regular cost of the 35mm distribution. Exhibitors will get a complete solution for a monthly contribution fee with access to different options for the equipment including projector, server, satellite dish from entry level to high end. They will also have the possibility to use hardware for alternative content (sport, concert, etc.).
More information on request. New website will be soon on line.

End of April, EVS has organized an end to end demo for Essel Group in India (New Delhi) including movie encoding (Alfa-Snell Mastering station) at Zee TV, satellite transmission (CineStore Delta) and play back (CineStore Solo). Following this demo, Essel Group has asked for a digital screening of the movie "Aseena" from a Solo server in Bombay together with Sun Republic E-City Entertainments.

EVS DC is still busy with the upgrade of the installed servers to G1.5 (using XP as new OS and mobile hard drive as transport media). The G1.5 Solo and Alfa will be on our booth (193) at CinemaExpo, also introducing the CineStore Multi for hard disc duplication. If you would like to meet there, please feel free to email me or give a call.

Just after CinemaExpo, EVS will be in Naples to support the special screening of D-Cinema contents at the 2nd Digital Cinematography Forum.

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 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 keeps leading and developing the MPEG2 Interoperability Initiative together with other server manufacturers.

Note: I have the pleasure to confirm that EVS has offered my name to be nominated for a place on the Steering Board of EDCF. Elections will take place at the General Assembly in A'dam. Thanks in advance for supporting my application...

Next big event for EVS and for EVS Digital Cinema will be for sure BIRTV in Beijing end of August. Luc Doneux, General Manager Asia-Pacific and myself will be there.

Later in September, the EVS team (more than 30 people) will be at IBC in A'dam. Don't forget to stop by our booth !

Looking forward to seeing you again soon in Amsterdam at CinemaExpo, trade show floor, booth 193 ! Happy Belgian Beers Hour everyday before closing time!

EVS Digital Cinema (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.

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