



EVS Digital Cinema, Newsletter (September 2004)

It was quite amazing to see my new movie, *The Third Wave*, on the biggest screen at The Swedish Filminstitute projected digitally. The film is shot digitally, CineAlta 24p, with Zeiss DigiPrimes, and the format is Cinemascope 1:2.35. It opened nation wide last week with 120 film prints, and it looks great transfered to film print. But, the quality is equal, or maybe even better, projected digitally. The blackness and the colours is more equal to the colour grading we did on the monitor, and the huge picture on the screen is absolutely steady. And for the first time it was possible to have the video version's subtitles easily "printed" on the digital film and to use 5.1 digital sound without connecting a DTS disc system. For me, as a film director, digital cinema has really arrived!

Anders Nilsson.

Today, there are 100 CineStore servers installed all over the world and hereby I would like to thank all our customers for being part of the EVS family and to thank all the EVS team and foreign offices for their remarkable contribution. Obviously this is just the beginning of a long story ...and we already do expect more units within the next months.

Late sales are Nordisk Films in Denmark, Utopia Group in Benelux, Chenzen in China and Regal CineMedia in America.

After CinemaExpo where our company could register the very first sales confirmation on a trade show, our technical team was in Naples to support the special screening of D-Cinema contents at the 2nd Digital Cinematography Forum.

In the meantime, I had the honor to become a new member of the EDCF Steering Board (www.edcf.net).

Back in the summer time, after the Euro2004 Final, EVS was very proud to support the digital screening of "The Big Red One", a Warner restored movie, at the Avignon Digital Film Festival.

After a successful introduction of XDC, a European Digital Cinema Network Initiative, at the Cannes Film Festival, the XDC project, fully supported by the EVS Group, keeps growing throughout Europe.

As a reminder, 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.).

Roll out discussions are in progress for Benelux, Germany, France and Sweden. Philippe Grandclaudon is the new XDC Sales Manager and Christophe Portier has recently joined our team as Area Sales Manager. The whole team EVS/XDC at the Belgian Head Quarters is now more than 22 people.

XDC will be presented at the EDCF general meeting at IBC and will have a booth at the FNCF Convention in Bordeaux late September.

More information by email info@xdcinema.com. New website is under construction.

EVS DC has now almost completed 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 at ShowEast, also introducing the CineStore Multi for hard disc duplication and presenting the CMC (CineStore Monitoring Centre). If you would like to meet there, please feel free to email us or give a call.

As far as the technological front is concerned, EVS keeps believing that MPEG2 will cover an important market share as soon as the new DCI referred compression format won't be fully operational during the so called transition period. 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.

Next big event for EVS will be IBC in September in A'dam. The EVS team (more than 30 people) will be attending. Don't forget to stop by our booth !

P.S.: have a look at updated EVS ww sites.

Looking forward to seeing you again soon in Amsterdam at IBC, hall 8, 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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