EVS Digital Cinema and QUALCOMM Demonstrate Flexible, Adaptable Digital Cinema Technologies

– Demonstrations in Hollywood and Amsterdam show interoperation between the EVS CineStore® Digital Cinema server and QUALCOMM's QDEC™ 1000 Decoder Module using ABSolute™ image compression technology –

Liège – June 25, 2002 – Showing its ability to operate with multiple compression technologies, EVS Digital Cinema recently demonstrated to motion picture industry executives its CineStore® digital cinema server, playing back motion picture clips encoded using ABSolute™ image compression technology developed by QUALCOMM Incorporated (Nasdaq: QCOM). The clips were then decoded in real time by QUALCOMM's QDEC 1000 digital cinema decoder module connected to the CineStore® server and a digital cinema projection system. The demonstrations showed the ability of both companies' products to operate in a flexible, adaptable theatre configuration offering the digital cinema industry multi-platform support enabled by QUALCOMM's image compression and security technologies, which offer high-quality content protection.

"The simple generic interfacing built into the QDEC 1000 decoder module made it easy to interface with our CineStore server. The minimal modifications mostly consist of the installation of an interface card and associated driver software," states EVS Digital Cinema Product Manager, Jean-Francois Nivart. "This illustrates the flexibility of the CineStore to support multiple compression technologies and adapt to industry requirements, both current and future, making the CineStore® a future-proof investment."

"The open and extendable architecture of the CineStore® server was integrated with QUALCOMM's decoder technology without requiring any modifications to the QDEC 1000 decoder," says Steven Morley, vice president of technology for QUALCOMM Digital Media. "This provides an opportunity for the market to choose QUALCOMM's ABSolute compression technology and make it available on multiple playback server platforms." For these demonstrations, QUALCOMM encoded motion picture clips using its ABSolute™ digital cinema encoder mastering system and created a digital compressed master on a DVD-ROM that was loaded into the EVS CineStore®, along with the QUALCOMM Auditorium Management System (AMS) developed for Technicolor Digital Cinema. Both theatre playback systems were able to play out the content through the QUALCOMM QDEC 1000 decoder module to a digital cinema projector, thus demonstrating truly compatible digital mastering for both theatre playback systems.

The demonstrations were conducted at the Pacific Hollywood Theater, which is operated by the Entertainment Technology Center of the USC School of Cinema and Television for the testing, evaluation and demonstration of digital cinema technologies. EVS Digital Cinema will also show this interoperation demonstration of the CineStore® and QUALCOMM QDEC 1000 decoder products at the upcoming Cinema Expo International Trade Fair in Amsterdam, June 24 through 27.

EVS Digital Cinema
CineStore® is the complete EVS server solution for encoding, distributing, storing, decoding and playing-back digital movies. Based on existing components and standards, CineStore® uses the proven MPEG-2 compression technology which, besides outstanding quality, ensures interoperability and cost effective systems.

About the EVS Group
EVS Broadcast Equipment (Euroclear code: 957866) designs, develops and markets professional digital equipment for Radio, Television and Cinema. The EVS Group employs over 190 persons in 9 countries and sells its products to professionals of the sound and video sectors in more than 60 countries.

About QUALCOMM
QUALCOMM Incorporated (www.qualcomm.com) is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's Code Division Multiple Access (CDMA) digital technology. Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

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