



## **EVS, THE SERVER COMPANY,** PRESENTS ITS NEW CINESTORE PRODUCT LINE The end-to-end server solution for Digital Cinema!

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EVS presents "CineStore®", a complete line of Digital Cinema servers.

CineStore is the end-to-end 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.

CineStore servers offer state of the art security

EVS cooperates with Cinea, Octalis and TecSec to integrate their respective security solutions into the CineStore systems.

All the way long, sensitive content is protected by a strong AES encryption with a 128 bit key. Files on disk and data on the air and media always stay encrypted. Inside a secure hardware, at the play-back level, the compressed data are decrypted in real time before being decoded and a re-encrypted to be securely sent to the projector.

The digital rights management and conditional access system are provided by security third parties.

Last but not least, the future design of the EVS Omega decoder will allow its integration inside the head of the projector.

EVS CineStore servers DLP Cinema Ready™

"Compatibility and interoperability are important concerns for all the stakeholders as the move towards digital cinema gains momentum," said Brooke Williams, Manager, Marketing and Field Demonstrations, DLP Cinema™ Products.

"That's why we continue to work with server manufactures like EVS to ensure an integrated solution is offered to the industry. We are delighted that EVS servers will be compatible with our recently announced CineLink™ technology."

CineLink™ Security Management: provides enhanced interface functionality and security. Key features include support of encryption at the local link between server and projector for greater security, support of watermarking and fingerprinting, making it easier to track 'pirate' copies, and the ability to remotely diagnose and maintain projectors.

EVS CineStore servers ready for Interoperability

Since October 2001, EVS is part of the MPEG Interoperability Initiative, which is chartered to facilitate interoperability between multiple manufacturers. The results of the Interoperability engineering effort enable digital content exchange between distributors and theatres, regardless of the source. This marks substantial progress toward deployment of interoperable Digital Cinema playback systems.

CineStore Product Line

EVS proposes a global approach with an appropriate server at each level of the chain from post-production to exhibition.

The CineStore Alfa® answers the postproduction requirements when preparing Digital Cinema Copy Master. It includes content acquisition, versioning, encoding, encryption, packaging and quality control.

The CineStore Delta® is the link between the post-production house and the transport service provider. It stores the content, duplicates the media (DVD or Data Tape) and manages routing and shipment to theatres through transport service providers.

The CineStore Plaza® is the central server of the multiplex structure. The Plaza manages the reception of new features from tape, DVD-ROM, satellite or fiber network. It holds a large storage area and manages the content spreading to each theatre of the multiplex according to show program.

The CineStore Focus® is a play-back system placed beside each projector of a multiplex. It guarantees the local show play-back. The CineStore Focus® receives its content and play list from the CineStore Plaza®. It allows the concurrent load of new content and play-back of a show.

The CineStore Solo® is dedicated to serve the single screen theatre. It combines the Gateway capability of the

CineStore Plaza® with the play-back functionality of the CineStore Focus®.

#### About the EVS Group

EVS Broadcast Equipment is a group of companies, manufacturers of digital equipment and automation software for radio and television broadcasters.

The members of the group are each expanding in their respective core businesses, but EVS is also exploring into new markets, such as the movie theatre business, which is currently "going digital" too. NETIA is a world leader in radio management and broadcast automation software. FAR is a unique manufacturer of professional loudspeaker systems and acoustical panels.

In 2001, these last 3 activities delivered a turnover of Euro 34.8 millions. More than 50 % of this turnover was realized outside Europe. EVS has been quoted on the EuroNext since 1998. EVS Group employs more than 200 employees in 7 countries and releases its products within more than 60 countries.

The right way to serve Digital Cinema!

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You can find more information about the EVS Group Members on the Web:

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