



October 2003, EVS part of the first Digital Cinema experience in Singapore

Singapore, October 2003 — Cathay Cinemas have announced the launching of their first digital cinema, with the digital screening of Finding Nemo at Cathay Cineplex Orchard Hall 3 on Thursday the 16th of October 2003, using a Christie DLP Cinema projector.

“We are very pleased to be part of an exciting project by providing the CineStore Solo play-back server” said Luc Doneux, General Manager, EVS Asia-Pacific, and the proximity of our Hong Kong Office will sure help us to bring the appropriate response to the customer’s needs. Moreover, our expertise combined to the strength of our international network will give a valuable contribution to help Singapore developing as a leading global hub in the management and distribution of digital content.” “This is another milestone of the EVS growing presence in Asia and we’re looking forward to sharing our experience with other pioneering countries like Thailand, India and Japan” added Bernard Collard, Int’l Marketing & Sales Manager.

Mr. Suhaimi. Rafdi, General Manager for the Cinema Division of Cathay Organization Holdings Ltd said, “We are pleased to be the first cinema operator to revolutionize D-Cinema here. For the first time, movie-goers here will enjoy same-day blockbuster movies releases as the US. Other than first run Hollywood contents, we will look at developing new entertainment offerings such as screenings of ‘live’ music concerts and sporting events like The World Cup and Olympics.”

CineStore is the end-to-end server system for the encoding, encryption, storage, decoding, distribution and playback of digital movies. Based on existing components and standards, CineStore uses MPEG-2 compression technology that, in addition to guaranteeing outstanding picture quality, ensures interoperability and cost-effectiveness.

EVS DIGITAL CINEMA is a business unit of EVS Broadcast Equipment which designs, develops and markets professional digital equipment for the Radio, Television and Cinema industries. The EVS Group employs more than 175 persons in 7 countries and sells its products to professionals of the sound and video sectors in more than 60 countries.

Contact: Bernard Collard, Int’l Sales & Marketing Manager
Mobile: +32 477 49 49 39
H.Q. Belgium : Tel. +32 4361 7064
or email to b.collard@evs-cinema.com
More details on www.evs-cinema.com.

More about Christie on www.christiedigital.com.

More information about Cathay Cinemas:
Ariel TUNG, Corporate Relations Executive
Cathay Organisation Holdings Ltd
Email: ariel_tung@cathay.com.sg

Contact : b.collard@evs-cinema.com