



EVS Digital Cinema and Snell & Wilcox co-operate to create a complete Digital Cinema Mastering Solution

Liège-London, 19 June 2003 — EVS Digital Cinema has announced its close co-operation with Snell & Wilcox on the mastering of digital cinema content. A first demonstration was successfully held in the Dolby screening room last Friday for a large group of Hollywood key players. The same workflow demonstration will be again presented at CinemaExpo (www.cinemaexpo.com) on the EVS booth, demonstrating the CineStore end-to-end Digital Cinema server solution integrating the “Ingest Station” mastering system from Snell & Wilcox.

The CineStore Alfa is the appropriate post-production tool to prepare the Master of the Digital Cinema Distribution Copy. It is organized to create, handle and put together MPEG2 MP@HL files. Ingest Station enables content owners to maximise asset value by offering exceptionally high encoding quality, in 24p format. CineStore is an 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.

Ingest Station, by integrating two Emmy-winning technologies – Ph.C motion compensation and Prefix MPEG pre-processing – offers HD/SD compatibility, signal conditioning, Mosalina quality control of captured media, MPEG-4 browsing and advanced metadata interoperability. Because it also supports all flavours of HD, and the emerging AAF and MXF file exchange formats, it provides users with the reassurance of a simple, flexible upgrade path.

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 170 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.

Snell & Wilcox is a world leader in the design and manufacture of advanced digital image communications technologies with applications in broadcast television, post-production, digital movie-making, cable, satellite, video-streaming and image display.

Its expertise in image processing, conversion and interfacing has already gained a world-wide reputation for quality and innovation. We have one of the worlds largest teams of engineers dedicated to the development of innovative technology for processing moving images in real time.

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