



## Digital Cinema takes a big step forward in the UK

Arts Alliance Media launches the UK's First Digital Cinema Circuit with the UK Premiere of PETER GREENAWAY's  
- The Tulse Luper Suitcases: Part 1 The Moab Story

On Friday 11th July at the 23rd CAMBRIDGE FILM FESTIVAL  
(in association with Saab)  
10th - 20th July 2003, Cambridge Arts Picturehouse

Arts Alliance Media is proud to announce the launch of the first digital cinema circuit in the UK, with the first ever HD digital screening in the UK of a film by a UK director, Peter Greenaway's *The Tulse Luper Suitcases*. The screening is also the first HD digital screening of a UK production and is taking place at the Arts Picturehouse on Friday 11th July as part of the 23rd Cambridge Film Festival.

The Cambridge Arts Picturehouse is the first cinema to be equipped by Arts Alliance Media with a digital server and projector. Arts Alliance Media will be equipping further art-house screens in the next few months as part of a commercial trial.

Peter Greenaway said, "I welcome this initiative and am proud to have directed the first film to be shown in this new circuit. Digital cinema has great potential to revive independent and foreign film."

Digital projection increases the quality experienced by the cinemagoer, who sees a pristine version of the film whether it is the first or fiftieth time the film is screened. Distribution costs are reduced as expensive 35mm prints are not required, particularly benefiting smaller art house films for which this is a significant expense. Since one physical print does not need to travel to multiple locations, the film can be launched in a wider number of sites simultaneously. Exhibitors will also have more flexibility to holdover films and optimise capacity.

Thomas Hoegh, Chairman of Arts Alliance Media said, "We are all very encouraged by the promise of digital cinema. Now is the time to roll up our sleeves and demonstrate the benefits for distributors, exhibitors and cinemagoers."

The digitised film is stored on and played out from an EVS CineStore Solo server. The digital image is projected onto the screen using a Digital Projection IS10 projector with a Texas Instruments DLP™ 1280 x 1024 DMD chip.

The digital projector will be used throughout the festival and on an ongoing basis to show films in other formats including HDD5, digibeta and DV. *All Tomorrow's Parties*, directed by Yu Lik-wai will also be shown digitally at the festival on Weds 16th at 9.00pm.

Tony Jones, Director of the Cambridge Film Festival and Founder of City Screen said "This is a huge step forward for independent film in the UK and will allow us to show an even greater range of films in our cinemas"

Notes to Editors:

1. The 23rd Cambridge Film Festival, in association with Saab  
10th - 20th July 2003, Arts Picturehouse, 38-39 St Andrew's Street, Cambridge CB2 3AR.  
Box Office Tel: 01223 504444.

For full film and events: [www.cambridgefilmfestival.org.uk](http://www.cambridgefilmfestival.org.uk)  
The Cambridge Film Festival is funded by Screen East ([www.screeneast.co.uk](http://www.screeneast.co.uk))  
and Arts Council East ([www.artscouncil.org.uk](http://www.artscouncil.org.uk))  
The Cambridge Film Festival is produced by the UK's leading independent cinema network City Screen ([www.picturehouses.co.uk](http://www.picturehouses.co.uk))

For further press information please contact:  
Clare Wilford, [clare.wilford@virgin.net](mailto:clare.wilford@virgin.net)  
Tel: 0207 729 0692

2. Arts Alliance Media (AAM) - is a builder and operator of services in the film industry, with an emphasis on the independent film space. AAM focuses on the development and deployment of new technologies in order to improve service to independent film consumers and the industry. AAM is part of the Arts Alliance group, which specialises in media and technology investments, and it also owns a majority stake in City Screen, UK's largest exhibitor specialising in independent film.

For more information contact:  
Fiona Deans, [fiona@artsalliance.co.uk](mailto:fiona@artsalliance.co.uk)  
Tel: 020 7594 4026,  
([www.artsalliance.co.uk](http://www.artsalliance.co.uk))

3. Peter Greenaway/The Tulse Luper Suitcases: Part 1 The Moab Story is the latest film from one of the UK's most innovative, controversial and best known independent film directors. He trained as a painter and began working as a film editor for the Central Office of Information in 1965. Shortly afterwards he started making his own films. He has produced a wealth of short and feature-length films (The Draughtsman's Contract, Drowning by Numbers, The Cook, The Thief, His Wife and her Lover, Prospero's Books), but also paintings, novels and other books. He has held several one-man shows and curated exhibitions at museums worldwide.

The Tulse-Luper Suitcases: Part 1 The Moab Story is a sweeping trilogy/epic about the life and times of Tulse Luper, a man bigger than the world itself! The film covers some sixty years of recent history from 1928, when Uranium was discovered, to the collapse of the Berlin Wall and the end of the Cold War in 1989. It stars an eclectic cast of actors including: Nigel Terry, Drew Mulligan, Steven Mackintosh, Deborah Harry and JJ Feild in the title role. It is the start of a magnificently large scale multi-media project encompassing film, television, books, a play, the internet and an eventual collection of 92 DVDs each filled with the contents of the suitcase that adventurer Tulse Luper packs on his travels.

For further information: [www.kasanderfilm.nl/tulseluperproduction/index.htm](http://www.kasanderfilm.nl/tulseluperproduction/index.htm)

#### 4. Digital Projection

Digital Projection International was founded in 1989, originally as a division of The Rank Group. Since its inception, Digital Projection has been instrumental in the development and application of Digital Light Processing™ technology by Texas Instruments for projection systems.

In June 1998, Digital Projection was awarded an Emmy® for technical achievements in broadcast engineering by the Academy of Television Arts and Sciences, Los Angeles. POWER Displays by DPI are the first and only projector to win the coveted award.

In December 2001, Digital Projection's management team, lead by Brian Critchley, concluded the management purchase of the company from IMAX Corporation. The management buy-out marked a return to independent ownership for Digital Projection International and its subsidiaries DP Ltd. in the UK and DP Inc. in the USA.

Digital Projection is a UK-based company with offices in North America and Europe. Digital Projection Incorporated, headquartered in Atlanta, is a wholly owned subsidiary of Digital Projection, Limited, located in Manchester, England.

For more information regarding Digital Projection: [www.digitalprojection.com](http://www.digitalprojection.com) or [www.digitalprojection.co.uk](http://www.digitalprojection.co.uk).

#### 5. EVS Digital Cinema

EVS Digital Cinema 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 175 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](http://www.evs.tv).

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 MPEG2 compression technology which, besides outstanding quality, ensures interoperability and cost effective systems. EVS have provided servers for the first digital networks all over the world: the first big step was the European Première of "Star Wars Episode 2", in the presence of George Lucas himself, at Cannes 2002. Currently there are more than 47 CineStore servers installed worldwide with 24/7 hotline support.

For more information about EVS D-Cinema activities, please contact  
Bernard Collard, DC Int'l Marketing & Sales Manager,  
Mobile: +32 477 49 49 39,  
H.Q.: tel.:+32 4361 7064  
Fax: +32 4361 7099  
or email to [b.collard@evs-cinema.com](mailto:b.collard@evs-cinema.com).

More info on : [www.evs-cinema.com](http://www.evs-cinema.com).

Special thanks to Jon Thompson at The Worx Digital.

The Worx specialises in solutions for digital cinema, in particular digital mastering and projection. Actively involved in digital cinema since 1995, the Worx draws upon a wide breadth of knowledge and experience in all areas of the film industry. Recent clients have included MGM (Legally Blonde 2), Warner Bros. (Harry Potter 3), Paramount Pictures (Tomb Raider 2) and Elemental Films (Solid Air).

For further information contact:

Jon Thompson FBKS  
[info@theworx-digital.com](mailto:info@theworx-digital.com)  
Tel +44 (0)20 7588 7844  
Fax +44 (0)20 7689 4048  
[www.theworx-digital.com](http://www.theworx-digital.com)

-----  
Contact : [b.collard@evs-cinema.com](mailto:b.collard@evs-cinema.com)