



EVS Digital Cinema at the Birmingham Screen Festival, March 2004

Arts Alliance Media Announces UK's
First Commercial Screening on 2K Digital Cinema projector
Finding Nemo screens on Digital Projection's
IS15-2K at the Birmingham Screen Festival
8th March 2004

Arts Alliance Media continues to lead the UK digital cinema rollout with the first UK commercial screening of a digital film on a Texas Instruments 2K DLP Cinema™ projector. The screening, of the film Finding Nemo, took place at the Birmingham Screen Festival on Saturday.

“Arts Alliance Media are committed to ensuring the UK is at the cutting edge of the digital cinema industry and we are delighted to have the first commercial 2K digital cinema projector in the country.” said Thomas Hoegh, CEO of Arts Alliance Media.

David Monk, VP TI Europe, commented “We are very pleased to see that AA Media are pushing forward with digital movie presentation and choosing to make the best and latest technology available to audiences in the independent sector. Digital technology offers unsurpassed consistency and allows a broader spectrum of content to be exhibited to film-goers”.

Arts Alliance Media are providing the Birmingham Screen Festival with a full digital cinema service including provision of the Digital Projection 2K-IS15 digital cinema projector, a Digital Projection IS10 digital cinema projector and two EVS digital cinema servers; content mastering; service and support.

The Birmingham Screen Festival is showing a number of films digitally, including Finding Nemo, Modern Times, Red, White and Blues and Feel Like Going Home.

Tony Jones, Director of the Birmingham Screen Festival and Founder of City Screen said “Having a high quality digital cinema projector is essential in this day and age, when many films are submitted to festivals in a digital format. Birmingham is pleased to showcase the first UK screenings on a 2K projector”.

The projector is a Digital Projection IS15-2K. After the BSF it will be based at The Other Cinema in Soho, London, where it will be available for hire for private screenings of rushes, rough cuts, commercials etc., as well as for showing films digitally to paying audiences. The projector will also be hired out to other film festivals to enable them to show digitally projected films at the highest quality.

Arts Alliance Media launched its digital cinema circuit in July 2003 at the Cambridge Film Festival and shortly thereafter provided digital services to the Edinburgh International Film Festival. It has installed six permanent digital cinema sites throughout the UK, with a seventh installation taking place next month. Arts Alliance Media have shown nine feature films digitally in their digital cinema circuit.

Notes to Editors:

1. 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.

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2. The Birmingham Screen Festival

Full film and events information is available on the website: www.birminghamscreenfestival.com or by emailing info@birminghamscreenfestival.com

Information Hotline: 0121 643 0631 (10am - 8pm daily).

Box Office: 0121 440 3838 (mac) and 0870 907 0723 (UGC Cinemas).

The Birmingham Screen Festival is supported by the National Lottery through the UK FILM COUNCIL and Screen West Midlands, and by Birmingham City Council. The Festival is also supported by Cobbetts Lee Crowder, BBC Birmingham, ITV Central and UGC Cinemas.

For further press information please contact:

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3. 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.

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 or www.digitalprojection.co.uk

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