



## Unique Belgian initiative in the domain of digital revolution

Following on from its first, promising steps in the world of digital cinema exhibition, Kinopolis Group now announces its complete commitment to the digital phenomenon. Today, in keeping with its tradition of creative innovator, Kinopolis anticipates on a number of market factors which will ultimately culminate in a pioneering project of global proportions. As it is, Kinopolis has started the development of a digital cinema network in Belgium that stands as yet unrivalled on the world scene.

Both in terms of technology and quality, digital cinema is here to stay. In terms of (inter)national standards, however, there are no definitive guidelines as yet. Furthermore, the lack of business models to clarify who will incur which costs, have prevented a massive roll-out to this day. Indeed, exhibitors can only start making additional profits if and when digital projection actually starts generating extra income. Distributors, on the other hand, automatically reap the profits from the cheaper print and distribution costs of digital copies. At present, it remains unclear whether exhibitors will start investing in digital cinema, without any guarantees for return.

Kinopolis Group, however, has decided to bite the bullet and, true to its reputation of technological innovator, has gathered a group of major players – all of them Belgian – to start a digital collaboration project.

With love from Belgium

People exploring the world of digital cinema are immediately wowed by the strong Belgian presence in the pioneering vanguard of this technological revolution. Kinopolis Group pro-actively initiated talks with Barco (who deliver the projection technology), EVS (provider of the server technology), Alfacam (alternative content provider in High Definition Video) and Screenvision (cinema advertising).

Barco, EVS, Screenvision and Studio l'Equipe, together with Kinopolis Group, have collaborated on the set-up of a feasible business model which will allow all parties to increase their corporate image and international market position. Kinopolis invested in two digital prototype projectors as long as three years ago. Last month these were replaced by Barco's most recent Digital Cinema DLP models. Simultaneously, the Group signed an agreement for the delivery of 8 additional Barco projectors with accompanying ACSAR1. The theaters which will be capable of offering digital projection, are located in Brussels (2), Antwerp (2), Liège, Ghent, Hasselt, Courtrai, Braine and Louvain.

EVS, in the mean time, will be decking out these 10 theaters with their server platforms.

In the future, Screenvision will also be capable of delivering high definition digital advertising.

1 An additional input module which allows the display of any other kind of alternative input.

From Plop to Finding Nemo...

The last link needed to close the digital circle is, of course, being able to offer alternative content. To that end, Kinopolis closely collaborates with Alfacam, operator of high definition recording facilities. Together, both companies convinced Studio 100 to show Plop en de Toverstaf – a film originally intended as a dvd and tv only release – in movie theaters. This experiment, which used the first digital projectors installed in some of the Kinopolis theaters, proved worthwhile: the digital movie Plop en de Toverstaf enthralled over 45,000 visitors during the first week of November, launching it into the Top 10 box office hits in the process.

The next digital release follows hot on Plop's heels this week. From Wednesday, November 19th, Kinopolis Brussels will be showing Finding Nemo, Disney and Pixar's epic, digitally animated fish-tale blockbuster, in digital avant-première for a entire week. From Wednesday, November 26th, the national release date, the movie will continue to be shown digitally in the five theaters which have been completed this far. In doing so, Kinopolis is setting the European record for largest digital release by one exhibitor up until now!

World class

With its digital platform of 10 projectors, Kinopolis is currently sharing its worldwide second place with the American company AMC. At present, only the American LOEWS concern does better with 18 digital projectors. In 6 of 10 theaters Kinopolis will be using the Barco DP100 2K projector, the world's flagship of digital projection technology. These projectors are the first of their breed to be installed in Europe and the Kinopolis network will be the first in the world to employ these high resolution projectors.

## Teamwork

This trendsetting project is an initiative of Kinopolis Group, in collaboration with:

- Barco: provider of projectors and alternative content switchers
- EVS: display systems for films with subtitles, encryption, alternative content and "live" options
- Screenvision: guarantees screenings in the highest-quality conditions, for the benefit of the major on screen advertisers
- Studio L'Equipe: mastering and encryption facilities for digital content, from commercials to movies.

More information : <http://www.kinopolis.com/pressreleases>

Contact:

Kinopolis Group – Myriam Dassonville : +32 2 474 26 91

---

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