

## XDC Receives Bravo Award for Digital Cinema during SMPTE 3D Forum at Venice International Film Festival

XDC received the 2007 Bravo Award for its major achievement in digital cinema during the SMPTE International Forum on D-Cinema and 3D Stereoscopic Movies at the Venice International Film Festival on September 5<sup>th</sup>.

The forum focused on the production, distribution and exhibition of 3D, which requires cinemas first to be converted to digital cinema compliant to DCI/SMPTE standards such as those installed by XDC. Presentations made during the Forum showed that income from stereoscopic movies is typically three times higher than for 2D shows. Several major 3D releases were also presented during the Forum.

*"XDC is a key player in the D-Cinema roll-out in Europe", said Angelo D'Alessio, SMPTE Director. "It is my pleasure to see XDC receiving the Bravo Award."*

The Award was presented directly by the President of The Biennale of Venice. Fabrice Testa, Marketing & Operations Manager of XDC said: *"XDC is very honoured to receive this Bravo Award which is really appreciated since XDC made a lot of efforts in order to support digital cinema from the very early age".*

XDC operates over 300 digital cinema systems in Europe. As XDC already has several installations showing stereoscopic content on a regular basis, XDC can offer its expertise for the forthcoming 3D rollout. *"XDC is the only fully networked digital cinema deploying entity in continental Europe able to offer end-to-end technical and financial solutions to exhibitors to quickly and securely equip their cinemas in order to screen 3D movies,"* concluded Bernard Collard, SVP & General Manager of XDC. *"In addition, the XDC Digital Content Lab has already prepared a lot of JPEG2000 digital copies of 3D movies ... its high skilled team is dedicated to optimally service the distributors willing to benefit from the extra revenues generated by 3D."*

### About XDC International

XDC is entrusted by exhibitors with the financing and installation of digital cinema equipment and by distributors with the processing of digital cinema content. By developing the largest pan-European roll out initiative, XDC offers customised solutions, logistics and services, as well as technology and equipment expertise. EVS Broadcast Equipment, the world leader in instant tapeless technology, is a significant shareholder of XDC. EVS has more than 170 employees worldwide with major offices in Liege, Hong-Kong, Beijing, New York, Dubai and Los Angeles. EVS is a Euronext public listed company with a market capitalization of €700M. XDC teams are leading digital cinema R&D and services for more than 6 years. They are recognized as driving forces to deploy digital cinema all over Europe. Both solid shareholders and partners support this ambition for the long term. More info available at [www.xdcinema.com](http://www.xdcinema.com).

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