

## XDC and CinePostproduction Cooperate To Provide Distributors and Producers with One-Stop-Shopping Solutions for Digital Cinema

XDC and CinePostproduction have teamed up to offer a high-value digital postproduction package, which includes everything from Digital Intermediate (DI) mastering processes through to content management in the manufacture of digital cinema copies of movies.

Working together with XDC, CinePostproduction offers its customers a seamless and integrated solution from mastering for DCI<sup>1</sup> compliance in postproduction via encoding and packaging of copy-protected digital copies through to encrypted distribution for exhibition on digital screens. Throughout Germany CinePostproduction's local customer representatives provide a complete service from order processing to final delivery. This accelerates the ensuing workflow, as well as providing a more efficient service and cost control for producers and distributors. CinePostproduction and XDC's customers will enjoy additional flexibility under stringent security standards during the hybrid distribution (35mm/digital) transition phase, which is likely to last several years. This is a direct benefit of processing the DI masters for various distribution channels, e.g. cinema prints, High Definition Digital Video Disk and Broadcast Master from a single coordinated process.

*"The expanded possibilities of the digital processing for movies places greater demands on both production accounting and technical requirements. While we have become accustomed to be able to play a 35mm copy in any cinema, this is not automatically the case for digital cinema. By integrating the workflows within post production, from producing and shipping the photochemical and digital copies together with key management, we are able to guarantee full compatibility right through to film presentation",* comments Jan Fröhlich, Digital Lab Supervisor of CinePostproduction's Munich processing facility.

*"Being able to combine XDC's expertise in digital cinema projection and content management with CinePostproduction's know-how in film and digital image processing is sensible from both quality and economic viewpoints. Taking into account of the different requirements of digital cinema and traditional 35mm presentations, together we are able to assure constantly high quality standards for all distribution channels at the same time as maintaining cost-efficient workflows. Consequently, we can avoid cost burdens, which ensue from poorly coordinated work flows",* says John B. Birchell Hughes, Senior Vice President, Production & Distributor Relations at XDC.

*"In the post production and manufacture of digital copies for films such as Urmel aus dem Eis<sup>2</sup> (Impy's Island) clients of both companies were able to enjoy the benefits of efficient and integrated workflows",* points out Bernard Collard, Senior Vice President & General Manager, XDC International. *"We are very pleased to be able to work together with such a respected post house as CinePostproduction."*

Christian Sommer, Managing Director of CinePostproduction and CEO of holding company CineMedia Film AG, adds, *"With the installation and support from about 300 high quality digital screens in 10 European companies, XDC is one of the leading pioneers of commercial digital cinema in Europe. Our cooperation with XDC, a tried and tested expert company will enable us to give our customers timely innovative digital distribution services, in addition to photo-chemical copy distribution."*

<sup>1</sup> Digital Cinema Initiatives, LLC (DCI) is the entity created by seven motion pictures studios. Digital Cinema System Specification V1.1 defines technical specifications and requirements for the mastering of, distribution of, and theatrical playback of Digital Cinema content.

<sup>2</sup> Bavaria Pictures – Munich; Falcom Media – Berlin; Ambient Entertainment G.m.b.H – Hanover



Digital Cinema  
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#### 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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#### About CinePostproduction

CinePostproduction, a subsidiary of CineMedia Film AG, is the largest postproduction house in Germany with facilities in Munich, Berlin, Cologne, Hamburg and Hanover. The group offers all services when it comes to the film lab, digital lab, digital post-production and sound studios, in other words a one-stop-shop. CinePostproduction combines a long standing experience in film processing, with creative techniques in digital imaging and sound design for motion pictures, TV production and commercials. More info available at [www.cinepostproduction.com](http://www.cinepostproduction.com).

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