

The 60th Cannes Film Festival Goes Digital : 31 Motion Pictures - 84 Digital Screenings - 16 Digital Systems !

As the official partner of the Cannes Film Festival, XDC is providing all of the necessary equipment and expertise to support over 80 digital screenings including the parallel sections during the May competition, to more than 16 Cannes theatre rooms – including the famous Louis Lumière auditorium.

The 60th Anniversary film, three long-feature films of the *Official Selection*, including one motion picture in competition, a « Premiere » during the *Midnight Screening* with the 3D projection of the U2 concert, the opening of the *Critics' Week* (« *Heroes* »), renewing classic movies during *Cannes Classics* ... For its 60th Anniversary, Cannes is still the leading Film Festival by implementing the most advanced digital projection technical solutions and by offering to the cinema industry the best of the technology.

Bernard Collard, General Manager of XDC International: *"XDC is very proud to be part of this 60th Festival, an optimal competition that will showcase the best of the digital cinema industry. This exciting commitment gives XDC the opportunity to exemplify themselves as a deploying entity aiming at a large-scale digital cinema roll-out. As the leading digital cinema company in Europe, the pan-European roll-out target for XDC is 8,000 digital screens within the next 5 years."*

List of the digital screenings – 60th Cannes Film Festival

Official Competition :	"Zodiac" (17-18/05), "The Last 15" (24-26/05), "The Oate's Valor" (24-26/05)
Out of Competition :	" Ocean's Thirteen" (24-25/05), "Sicko" (19-20/05)
Midnight Screenings :	" U2" 3D (18-19-20-21/05)
Special Screenings :	"The 11 th Hour" (19/05), "The War" (22-23/05), "He Fengming" (18/05)
The 60 th Anniversary film :	"To Each His Own Cinema" (20/05)
Cannes Classics :	"Maurice Pialat - L'amour existe" (18-21/05), "Brando" (19-20/05), "Lindsay Anderson-Never Apologize" (25/05), "Bound by Chastity Rules" (18/05), "Suspiria" (18/05), "Man of Cinema - Pierre Rissient" (19/05) "Donne-moi tes yeux" (19/05), "Hondo" (21/05), "Rio Bravo"(25/05), "Hamlet" (20/05), "Henry V" (20/05), "Richard III" (22-26/05), "Limite" (23/05), "Claude Lelouch – 50 ans de cinema" (24/05)
Critics' Week :	"Heroes" (17/05)
Film Market :	"Elvis and Annabelle" (19-21/05), "Night Train" (26/05), "Scar" (19-20/05)
Director's Fortnight :	"Cruising" (23/05), "Un homme perdu" (18/05), "Zoo" (20-21/05)

Installations to support the 84 digital screenings of the Festival

For the Official Selection, seven 2K DLP Cinema® Christie projectors¹ will be installed into the following auditoriums: Lumière (including 3D projections), Debussy, Bazin, Buñuel (also equipped for 3D projections), 60th Anniversary Theatre and the Beach Cinema.

For the Cannes Film Market, one 2K DLP Cinema® Kinton projector will be installed in the Bory auditorium whereas seven full HD DLP Standard Christie projectors will equip the other rooms.

For the Critics'Week, one 2K DLP Cinema® Kinton projector will be placed inside Espace Miramar.

Bernard Collard said: *"This year, XDC assures that the Festival will be efficiently deployed by the most advanced digital cinema technologies, i.e. 2K DCI² compliant Christie and Kinton projectors, Doremi JPEG2000 digital cinema servers and 3D projections."*

A higher number of films will be digitally processed and quality controlled by the XDC Digital Content Lab in comparison with last year. As Official Partner of the Festival, the Film Market, the Critics' Week and Director's Fortnight, XDC charges the producer, filmmaker or distributor a very attractive flat fee amount which includes conformation of the source material, encoding, encryption and quality controls. *"Thanks to that contribution, XDC gives to the motion picture community (major studios as well as small producers) the possibility to enjoy, during Cannes Festival, the benefits of the world's optimal screening conditions."*, said Alain Remond, General Manager of XDC France, who also pointed out: *"Today, digital cinema allows all members of the production and delivery chain to have the opportunity to get their stories to screen the way they intended. Indeed, since more and more movies are shot and post-processed digitally, digital screening helps avoid expensive operations to convert to 35mm, which is particularly crucial for some independent films with limited budgets."*

EVS Broadcast Equipment, a significant shareholder of XDC specialising in production technology for the broadcast industry, will be providing TV Festival de Cannes (the official organisation in charge of broadcasting the 12 days of the Festival) with a complete workflow covering all aspects of the production including highlight packages, content management, integration with post production and play-out.

Moreover, XDC has selected VPS, a leading company in daylight video walls, to install the giant video wall on the red carpet. Together with their high expertise in the most advanced digital technologies, both XDC and EVS will offer the opportunity to thousands of movie-goers and millions of TV viewers to join the stars at this red carpet event.

¹ DLP Cinema is a registered trademark of Texas Instruments.

² 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.

PRESS CONFERENCE BREAKFAST, Friday May 18th at 10:30 AM on the CST Booth (Pantiero)

With the presence of Pierre William Glenn, CST President and Technical Director of the Cannes Film Festival, Bernard Collard, General Manager of XDC International, and Alain Remond, General Manager of XDC France.
Contact: +33 (0)6 29 43 28 13.

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.

XDC Int'l: Bernard Collard, General Manager - Tel.: +32 477 49 49 39 - E-mail : bco@xdcinema.com

About XDC France

XDC France proposes technical and financial solutions which are tailored to the particularities of the French market.

The company offers services to cinema theatres, screening rooms, post production labs and Festivals.

XDC France: Alain Remond, General Manager - Tel : +33 (0)6 24 14 21 72 - E-mail : are@xdcinema.com