

XDC a Beating Heart of Major Events at the 60th Cannes Film Festival

Saturday night: 3D digital projection of the U2 concert

On May 19th, as the Official Partner of the Cannes Film Festival, XDC supported the 3D projection of the U2 concert into the famous Louis Lumière auditorium.

After a short and incredible show of the U2 on the red carpet, Cannes moviegoers warmed up with the 3D screening of the "U2 3D" film by Catherine Owens and Mark Pellington. Thanks to the amazing 3D technology provided by RealD and the support of Christie D-Cinema projector, the audience, wearing special mass-produced glasses, had the feeling of being right inside the concert. It was virtually impossible to distinguish, between the Cannes auditorium and a live concert room, with people waving their hands and calling out and singing along. This 3D experience was a pure magic moment.

Sunday evening: digital screening of the 60th Anniversary film

On May 20th, another major event was the digital projection of the 60th Anniversary film "To Each His Own Cinema".

For this 60th edition, Cannes Festival requested to 33 famous motion picture directors to make a 3 minute film. These short movies were joined together to produce a 2-hour feature film focusing on the "cinema theatre". Digimage company managed the project as well as the post-production. Starting from wide variety of formats (HDV, DVCam, HD, 35mm, ...), Digimage executed the conforming processes, synchronization and various post-production tasks in order to get a film ready to be screened digitally on XDC system operating at the current highest levels of DCI-compliance. This was a true technical challenge.

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.

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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.

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