

XDC Presents Advanced JPEG2000 Digital Cinema Server at Cinema Expo 2007

XDC introduces the CineStore® Solo G3 digital cinema server at the 2007 Cinema Expo International Convention and Trade Show in Amsterdam June 25-29. This hybrid JPEG2000/MPEG2 system supports all currently standardised Digital Cinema Initiatives, LLC (DCI)¹ specifications and is the advanced core unit at the heart of all XDC state-of-the-art digital cinema installations.

"The CineStore® Solo G3 digital cinema server is the first to be based on the innovative FPGA (Field Programmable Gate Array) solution capable of JPEG2000 DCI/SMPTE² compliant decoding (as well as MPEG2 decoding). This provides a really competitive advantage in comparison with the ASIC (Application-Specific Integrated Circuit) solutions implemented in current D-Cinema servers. Indeed, the G3 server is easily upgradeable as the FPGA can be reprogrammed ... that means the upgrade is performed economically and securely by remote control ... This avoids swapping hardware inside the machine", says Jérôme Delvaux, R&D Manager at XDC. *"The security of the whole system has also been studied to have one of the most secure systems, in accordance with DCI specifications, and furthermore, we have implemented into the G3 a high speed SATA connectivity enabling real-time ingest of JPEG2000 content. The internal SATA port is used with our new XDC's Cinedisk, which is a Promise® interoperable hard drive. Of course, any other interoperable hard drives can be connected to the G3 by using the external connections (Ethernet, e-SATA or USB2) provided on the server."*

"We are very excited that XDC has selected intoPIX JPEG2000 compression technology as one of the many innovations incorporated into the advanced G3 server" comments Jean Francois Nivart, CEO intoPIX s.a. *"The superb implementation of the leading edge IPX-JP2K image management core takes every advantage of its security, flexibility and robustness to ensure the highest possible standard of content delivery".*

Thierry Van der Kaa, Product Manager at XDC *points out, "The XDC team has fully redesigned its products, based on over 6 year's expertise of the digital cinema user requirements. This enables XDC to offer a full range of products that meet the needs of the exhibitors, system integrators and distributors. The masterpiece at the centre of the CineStore® product family, the Solo G3 has now the most user-friendly interface on the market with its large 15" touchscreen monitor".* Thierry Van der Kaa adds *"The new G3 server also will be equipped with the CineStore® Audi. This newly developed unit provides the interconnection of the G3 to the cinema audio B-chain in order to provide digital to analogue conversion, external analogue audio source inputs and high quality signal isolation to avoid unexpected noise."*

The XDC G3 server is an interoperable system, very flexible and fully integrated into the cinema environment (i.e. automation, sound and pre-show systems). It is connected via high-speed DSL to the XDC Network Operations Centre for online support and assistance. XDC's 7/7 helpdesk staff is composed of multilingual skilled engineers servicing over 300 digital cinema installations spread on 10 European countries. The automatic system health reports generated by the G3 are sent to the CineStore® Data, XDC's central management system, to provide proactive preventative maintenance operations. The CineStore® Data is also used for the upgrades and the remedial support operations. In addition, the CineStore® Data is the foundation stone for content related extranet services which are available according to client requirements on the XDC network.

The G3 can be remotely controlled via the CineStore® Plaza, XDC's Theatre Management System (TMS) composed of the Plaza-Catcher which ingests content securely stored on Cinedisks, and the Plaza-Library which securely stores over 40 films in JPEG2000 format.

Exhibitors are invited to meet XDC staff on the XDC Booth #193 on the Trade Show Floor to discover all the possibilities offered by the CineStore® Product Family: the G3 D-Cinema server, the Plaza TMS and the Data NOC (Network Operations Centre) services.

¹ 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.

² SMPTE - Society of Motion Picture and Television Engineers, whose digital cinema committee – DC28 – renders the recommended DCI specifications into standards.

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 intoPIX

intoPIX is technology leader in JPEG 2000 compression, AES (Advanced Encryption Standard) content encryption and security hardware enforcement. It develops and markets handling tools for large data streams, and specializes in the management of images with intrinsically high value in their quality, security and authoring rights. intoPIX's world leading competences include FPGA and software engineering, JPEG 2000 image compression and symmetric-asymmetric security. More info available at www.intopix.com.

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