

## XDC a Beating Heart of Major Events at the 60<sup>th</sup> Locarno Film Festival

### Opening night: Worldwide Premiere of Vexille

On August 1<sup>st</sup>, as the Digital Cinema Official Partner of the Locarno Film Festival, XDC supported the worldwide premiere high definition projection of Vexille.

After the official opening ceremony, Locarno 10,000 moviegoers, on Piazza Grande, warmed up with the high definition screening of Vexille CGA (Computer Graphic Animation) Japanese film by Fumihiko Sori. Thanks to the amazing digital cinema technology provided by XDC, the audience experienced a pure magic moment.

### Tonight: First Biggest Open-Air JPEG2000 Digital Screening of Hairspray

Tonight, on August 10<sup>th</sup>, another major event will be the JPEG2000 digital projection of Hairspray, the last New Line Cinema production.

For this 60<sup>th</sup> edition, Locarno Festival is innovating with the projection on the Piazza Grande of Hairspray, a film by Adam Shankman, the last New Line Cinema production distributed in Switzerland by Warner Bros. Indeed, the movie will be digitally screened by using the most advanced digital cinema DCI<sup>1</sup> compliant technologies. As the Digital Cinema Official Partner, XDC is providing all of the necessary projection equipment and technical support. No doubt that the 10,000 moviegoers will enjoy this unique screening.

<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.

#### 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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