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## **XDC – PRESS RELEASE**

### **DIGITAL CINEMA – Digital Cinema Awards will be celebrated for the first time in Cannes during IDIFF 06.**

As an XDC initiative, the Digital Cinema Awards will be celebrated for the first time beginning of February during IDIFF – International Digital Film Forum ([www.idiff.org](http://www.idiff.org)). *“IDIFF is very pleased to welcome the premiere of the Digital Cinema Awards ... it will be an official ceremony ideally held in the prestigious Palais des Festivals in Cannes, and which will highlight some persons working actively at the heart of the artistic and technical problems debated during IDIFF”* says Jean-Paul Gillet, responsible of IDIFF.

*“The prize awards creative and dynamic individuals having played a major role in the development of digital cinema in Europe in 2005”* says Bernard Collard, General Manager of XDC International. For this first time, the winners have been naturally chosen because of their outstanding contribution to digital cinema. No other choice was possible. *“ ... For next year, experts coming from cinema industry will hold a selection committee.”*

Laurent Minguet, CEO of XDC International, explains the initiative: *“The large digital cinema roll-out started actually in Europe in 2005, and particularly with XDC. Hence, the idea of sponsoring the Digital Cinema Awards was well suited in order to thank all the parties which have permitted to boost digital cinema ...”*.

Four prizes will be given as follows: the Producer of The Year, the Motion Picture Director of The Year, the Distributor of The Year and the Exhibitor of The Year.

More info at [www.digitalcinemawards.com](http://www.digitalcinemawards.com).

**For more information, please contact :**

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**About XDC International**

With almost 40 people based in Liege (Belgian HQ), XDC is a new member company of EVS Group ([www.evs-global.com](http://www.evs-global.com)). The Group has more than 150 staff worldwide with major offices in Hong Kong and New-York. Along with assuming and expanding the international sales of CineStore™ digital cinema servers and all related activities, XDC is deploying the largest pan-European digital cinema network for distribution and projection. XDC offers full logistical services for distributors, including content preparation, delivery, quality control and archiving. A complete package solution, which does not require capital investment, is also available for European exhibitors: projector, server, installation and maintenance. It offers all the advantages of digital cinema technology.

**About XDC France**

The new subsidiary of XDC is the trusted partner of the distributors and the exhibitors going to digital cinema. 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.

**About IDIFF: 31/01/06 – 02/02/06**

The International Digital Film Forum still develop itself. IDIFF focuses on technical mutations of cinema throughout the whole chain: acquisition, post-production and diffusion. New in 2006: IDIFF innovates with the creation of the Digital Film Market (DIFIM), a market for digital contents available for big screens. In regard to the stakes of these mutations, IDIFF gives a special focus on the professions of distributors and exhibitors. More info at [www.idiff.org](http://www.idiff.org).