

Cannes – February 02nd, 2006

## **XDC – PRESS RELEASE**

### **DIGITAL CINEMA – Celebration of the Digital Cinema Awards for the first time in Cannes during IDIFF 06.**

Yesterday and for the first time, the Digital Cinema Awards were celebrated in the large auditorium Louis Lumière inside the Palais des Festivals of Cannes. Created at XDC's initiative, these prizes will be given every year during IDIFF (International Digital Film Forum) to individuals having particularly contributed to the development of digital cinema technologies.

Four awards were attributed as follows: Producer of the Year, Motion Picture Director of the Year, Distributor of the Year and Exhibitor of the Year.

*"In 2005, the main expected cinema release was Star Wars III ..."* explains Bernard Collard, General Manager of XDC International, *"this movie was deeply digitally shot ... and for the first time, it was the largest release to be screened digitally into theatres worldwide"*. Both Rick Mc Callum, producer of Star Wars, and George Lucas, creator and motion picture director received one Digital Cinema Award.

*"As distributor, Jean-Michel Rey and all the team of Rezo Films were chosen for their dynamism. Indeed, for Saraband movie from Ingmar Bergman, Rezo films made a lot of efforts to allow a maximum of moviegoers to benefit from the digital screening despite the small number of equipped theatres. The 2005 Saraband Tour was a premiere in the history of digital cinema."* says Alain Remond, General Manager of XDC France.

Finally, the most dynamic exhibitor is Eberhard Mertz, who has 4 digital screens into cinemas Gloria and Metropol in Stuttgart in Germany. He was the first worldwide exhibitor to screen digitally and simultaneously 3 movies (Sin City, The Island, FlightPlan).

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

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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).