

## XDC, Official Partner of the Cannes Film Festival for Digital Cinema, starts another 3 year mandate in 3D!

**As the Official Partner of the Cannes Film Festival, XDC starts another 3 year mandate and will be providing all the necessary equipment, as well as its know-how, to support, under the technical supervision of the French CST, all the digital screenings including the parallel sections.**

This year, there will be a record number of 19 auditoriums to use digital technology and **3D will be the highlight with "Up", the new animation film from the Disney Pixar Studios, to be screened during the opening evening as a world première in digital 3-D.**

10 auditoriums will be equipped with 2K DLP Cinema<sup>®</sup> projectors and JPEG2000 servers, and 9 auditoriums will be equipped with HD DLP standard projectors.

XDC will implement in all the auditoriums its CineStore<sup>®</sup> Solo G3 server and has selected Christie as the exclusive Official Supplier of the digital projectors. As for the 3D solution, XDC will cooperate with the expert company XpanD.

*"We wish to thank the Festival organization for renewing their trust in XDC in the long term and are very happy to extend our cooperation with Christie. There were 100 screenings in 2008 and we expect that this number will be largely exceeded this year"* pointed out Alain Rémond, General Manager of XDC France.

*« From the creation of the Cannes Film Festival, the CST, representative organization of the cinema professionals, is responsible for the technical supervision of the projections performed during the Festival. Constantly looking for the latest updates in the field of digital image and sound technologies, the CST is implementing innovative digital projection systems during the Festival, in collaboration with expert technical partners" added Laurent Hebert, Executive Director of the CST.*

As Official Partner of the Festival and the Film Market, XDC gives the opportunity to producers, filmmakers and distributors to get a digital copy of their films selected at the Festival for a very attractive fee.

Serge Plasch, CEO XDC International: *"This 4<sup>th</sup> year in digital demonstrates that digital technology is now part of the everyday business in the cinema industry. It gives us a unique opportunity to perfect the tools we use for large scale deployment operations. Digital copies will benefit from a growing number of digital screens in France and all over the world. Our all-in services will be a unique plate-form for future minded producers and distributors"*

### Digital projection systems on site

**Film Festival:** 7 Christie 2K DLP Cinema® projectors will be installed in the following auditoriums: Lumière, Debussy, Bazin, Buñuel, 60<sup>th</sup> Anniversary Theatre and the Beach Cinema.

**Film Market :** 3 Christie 2K DLP Cinema® projectors will be installed in the Bory auditorium, Lérins 2 and auditorium J while 9 Christie high definition DLP Standard projectors will equip the other HD video rooms.  
Last but not least, one 2K digital control room will be installed in the Palais des Festivals in order to be able to check the digital copies on site.

#### For more information, please contact:

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#### About XDC International

As far as today, XDC has installed more than 500 digital screens in 10 European countries and is the leading service company, dedicated to building a pan-European digital cinema network. XDC provides end-to-end digital cinema solutions encompassing equipment selection, financing (VPF, leasing ...) and integration, training, installation and support, and content management and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all the 6 major US studios: Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. XDC has achieved a global financing of 100 millions Euros with Fortis Bank to allow the VPF roll out of 2,000 digital screens in the first phase of its European deployment program.

XDC Digital Content Lab has been processing more than 500 different titles, and offers a full service including mastering, duplication, key management, 24/7 helpdesk, extranet tracking, physical/virtual delivery. Last but not least, XDC also sources, manages and actively promotes 'Alternative Content' programming for cinemas. XDC is backed by EVS Broadcast Equipment (Nyse Euronext EVS.BR) and several leading financial investors. More info available at [www.xdcinema.com](http://www.xdcinema.com)

#### About XDC France

XDC France offers technical and financial solutions designed for the specific requirements of the French market. The company proposes its services to cinemas, distributors and Festivals.

#### About CST

The CST is an organization made of cinema professionals, audiovisual and multimedia engineers as well as artistic technical experts. They are responsible for taking care of the quality of the production and distribution workflow of images and sounds, either aimed for the cinema, the television or any other media. Global organization constantly looking for the latest technological updates about cinema and audiovisual industry, the CST carries out, under the control of the CNC, numerous services.