

Brickbox – part of KIT digital and XDC Join Forces to Provide the Entertainment Industry with a Full Suite of Global Content Services

KIT digital's Brickbox division, one of Europe's leading providers of traditional and next generation digital video asset management solutions and XDC, the n°1 digital cinema service company in Europe, have partnered to become a global one-stop shop digital content services provider. This unique collaboration will provide the entertainment industry with an innovative, efficient and cost effective offering to deliver movies on any media platform including cinemas, Blu-ray & DVD, TV, VOD, and mobile.

Through this new partnership, both companies will be able to offer the entire life cycle management of films to both major studios and independent distributors. This unique collaboration brings together two leaders in digital cinema services, digital video asset management as well as next generation IP video solutions to create the widest spectrum of content service solutions to date.

Alan Christensen, digital cinema director of KIT digital, added: *“Combining our initiatives was a natural step in evolving our aim to expand both our services further across the continent, offering a pan European reach to international studios and local distributors alike. XDC has the most aggressive deployment roll out growth in Europe and by partnering with them we will have the opportunity to further expand the role of exhibition in digital cinema. Both organizations bring a wealth of knowledge and experience to the table and I look forward to building on innovative ideas, developing new technologies and providing end-to-end solutions across all currently covered and future territories.*

Alexandre Weiser, content services sales director of XDC says: *“This agreement is an important milestone for XDC content lab. It allows XDC to access markets where KIT digital is already present, and inversely. By joining forces, we will benefit from extensive experiences in the digital cinema, home video, TV and new media areas. Together, we will be able to offer a full package of services to major hollywood studios, independent film producers and distributors, movie sales agents and digital cinema alternative content producers, right-owners and distributors globally.”*

In terms of operations, XDC and KIT digital cover multiple geographies, including facilities located in Liege (Belgium), Paris (France), Prague (Czech Rep), Sofia (Bulgaria), London (UK), Los Angeles (USA). New operational territories expected to launch in the near time include Russia, Germany, Scandinavia, Southern Europe and Middle East.

Petr Stránský, managing director, media and entertainment of KIT digital, commented: *“This cooperation is a clear sign of our commitment to develop and deploy professional services for the content industry, which will enable our clients to secure new revenue streams, utilize IP video technologies in innovative ways and reach a global audience.”*

Fabrice Testa, vice president sales & business development of XDC concluded: *“Now that the digitalization of cinemas is moving ahead with thousands of screens operational in Europe, XDC is committed to be a key player on the content side. This agreement with KIT digital will act as a catalyst in order to boost our content and network services. Moreover, with KIT digital, we are happy to work with highly professional and dynamic people having a company culture very similar to XDC.”*

About XDC International

XDC is the n°1 digital cinema company in Europe with more than 2,700 committed digital screens out of which 1,000 have already been deployed. XDC HQ is based in Liege (Belgium) and provides end-to-end digital cinema solutions including equipment supply, financing (VPF, leasing, ...), training, installation and 24/7 maintenance, as well as content processing and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all 6 major US studios

Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. Besides its financing program with ING Lease, XDC has set up a global financing of 100 millions Euros with a bank consortium led by BNP Paribas Fortis to allow the VPF roll out of 2,000 digital screens for its European deployment program. XDC Digital Content Lab has been processing hundreds of 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 is also very active in Alternative Content by offering a full service from booking and promotion up to delivery, reporting and box office collection. The main shareholders are EVS Broadcast Equipment (Euronext Brussels: EVS, Bloomberg: EVS BB, Reuters: EVSB.BR) (www.evs-global.com), GIMV (Euronext Brussels: GIMB, Bloomberg: GIMB BB, Reuters: GIMV.BR) (www.gimv.com) and SRIW (www.sriw.be).
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About the Brickbox Division of KIT digital

Brickbox Digital Media is a part of KIT digital, Inc., a premium provider of video asset management software and related services (VAMS) for multi-screen and socially-enabled video delivery. (www.kitd.com <<http://www.kitd.com/>>)
The Brickbox Digital Media division is a leading provider of master studio services and file management solutions for the purposes of digital cinema delivery, digital distribution and localization. The company's solutions cover the entire content management lifecycle, from ingestion, digitization and mezzanine file management to processing, authoring and securing content for replication and physical distribution. Founded in 1999, Brickbox's clients include Arrow Films, Eagle Rock Entertainment, Momentum Pictures, 20th Century Fox Entertainment, Warner Home Video and Universal Studios. Brickbox is headquartered in Prague, Czech Republic with satellite operations in Sofia, Bulgaria and sales offices and subsidiaries in the U.S., UK, Hungary, Poland, Romania and Slovakia. For more information visit www.brickboxdigitalmedia.com.