

Odeon Digital Cinema

MEDIA Sales Presentation

29th March 2007

ODEON
FANATICAL ABOUT FILM

Odeon's Digital Estate

- UK
 - 20 x UK Film Council Screens (2k projectors)
 - 18 x Digital Beta Test Screens (2k projectors)
 - 6 x other screens (including 3 x 4k units)
 - 5 x 3D-capable screens
 - 2 x 1.3k projectors
- Germany & Austria
 - 5 x 2k projectors
 - 1 x 1.3k projector
- Spain
 - 1 x 1.3k projector

WELCOME TO EUROPE'S FIRST DIGIPLEX

ODEONDIGITAL

THE FUTURE OF CINEMA IS HERE



Odeon Digital Beta Test

- 2 cinemas participating
 - Hatfield
 - Surrey Quays
 - All 9 screens at each site have been equipped with digital projection systems
 - 35mm projection systems retained for the time being
 - Both sites utilise a Theatre Management System
 - Both sites are 3D-equipped

Odeon Digital Beta Test

- Current participants
 - Surrey Quays
 - Cinemeccanica projectors
 - Doremi servers
 - Arts Alliance as integrator
 - Hatfield
 - NEC projectors
 - Kodak servers
 - Bell Theatre Services as integrator

Odeon Digital Beta Test

- Studios signed up to the Beta Test
 - Fox
 - Lionsgate
 - Paramount
 - Pathe
 - Sony
 - Universal

Beta test content: films

- Currently screening:
 - Hot Fuzz
 - Charlotte's Web
 - The Queen
 - Dirty Dancing
 - Dreamgirls
 - Ghost Rider
 - Norbit
 - Outlaw
 - Freedom Writers
- Forthcoming in March/April
 - Meet the Robinsons (3D)
 - Sunshine
 - Shooter
 - Perfect Strangers
 - Blades of Glory
 - Hills have Eyes II

Business Model Assumptions

- Studios have various opinions and views on the current VPF model
 - Europe is 'Different'
- Model affected by a number of variables
 - Whole-life cost of equipment
 - Number of film prints received from distributors
 - Length of 'agreement' with studios
 - Ancillary revenue streams

Odeon Rollout Plans

- Assessment of costs
 - Equipment
 - Installation
 - Maintenance
- Evaluation of financing models
- Re-tendering process for equipment rollout
- Negotiations with Studios
- Discussions with other exhibitors
 - Buying consortium