

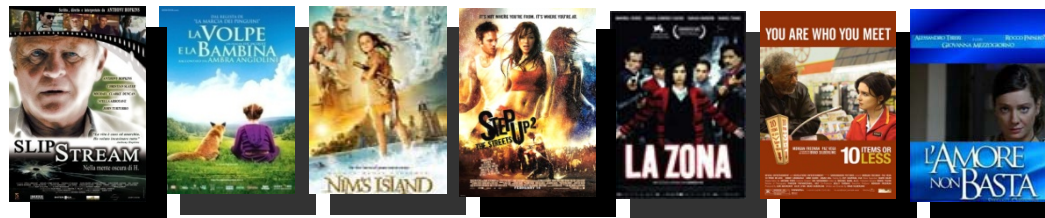
Welcome to the Italian Digital Cinema!



“Cinema Magic, Digital Innovation”



The solution for sustainable development of Cinema and Culture in Europe



London, April 12th 2008

The “today” first digital cinema network in Italy

The first real digital cinema operator in Italy and one of the few in Europe. Microcinema can boast a deep knowledge and know-how in cinema management and digital satellite content delivery via **bidirectional** data satellite.



The company founds its expertise on a **ten year history** made of studies, survey, relationships and R&D case tests conducted in order to demonstrate that **digital cinema can answer in an effective way to cinema managers and cinema owners' constraints**: having more contents, experiencing more flexibility for the premises, saving money, maximizing the cinema exploitation.

The development of the Digital Network started from small and medium premises located in **non competition areas (lacking contents)** and **non served areas (lacking cinemas)**.

Every day new theatres join the network and share the advantages

Digital Cinema makes sense only if supported by a Network and its professional ancillary services.

Microcinema SpA was born in 1997 as a pilot project with the technological support of the Research Centre of the Italian National Television RAI with the aim of studying and developing digital forms of contents delivery to the theatres.

The main stakeholders are:

- ▶ **Strategia Italia** and **Piemontech**, private equity funds having the mission of contributing to the development of new innovative enterprises in Italy.
- ▶ Some **Entrepreneurs** investing with the Torino University into innovative and high technology new ventures.
- ▶ the **Management Team**.
- ▶ the **Founders**.
- ▶ **ACEC** – The Association of Catholic Cinema Exhibitors.

Strategia**Italia**



Piemont**tech**



We invested more than 3 M€ in the technological infrastructure

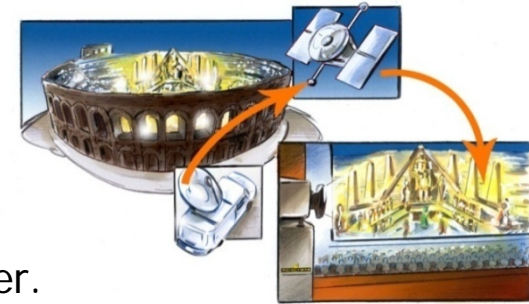
Company History in few lines

October 2006: leading institutional investors and private companies signed a first round Venture Investment for company start-up.

December 2006: the beginning of the experimental operations.

April 20th 2007: the first live performance from the Rome Opera Theatre, introduced the full functionality of the 25 theatres pilot network.

This was the first live performance ever held at national level: from Pordenone to Bari the audience applauded together.



June 30th 2007: the experimental phase was completed; 25 cinemas entered the market in full operation, representing the first Italian Digital Satellite Network.

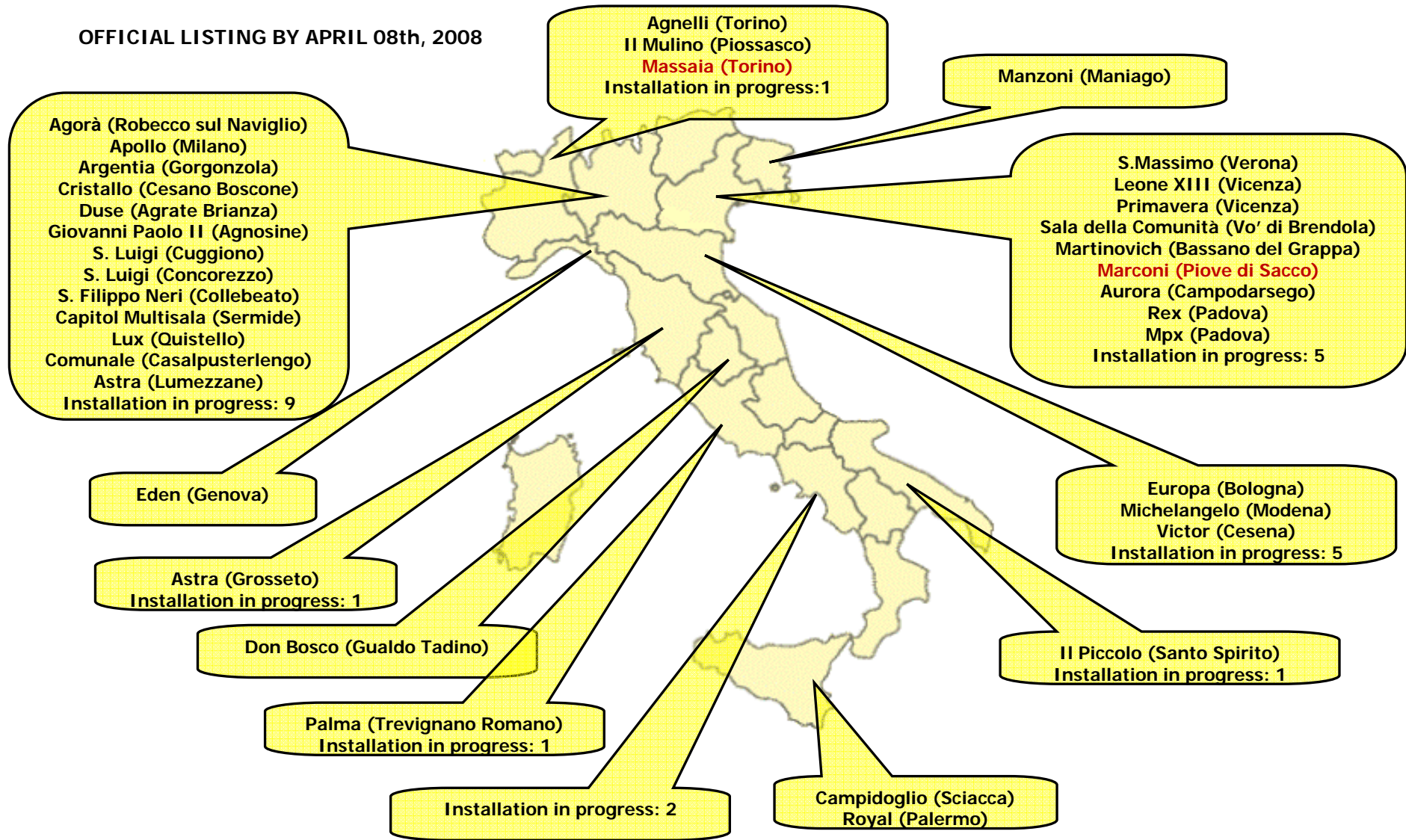
Nowadays, the full operational Network of more than 45 Cinemas is supported by 2 new film each week, 1 live event each month, exclusive events, innovation in interactivity and live

Microcinema keeps on working on digitization of its theatre network and, in collaboration with the European Space Agency (ESA) is upgrading and deploying to the market the technological platform for supporting innovative, interactive, alternative and complementary contents.

Microcinema Network



OFFICIAL LISTING BY APRIL 08th, 2008



Active Cinemas at 15/5/2008: 61 Seats: 19.494

Technology for the culture



The **Cinemakit** with native resolution **HD 1080** is a **scalable system** that can link to **2 K, 1.9 K and 1.3 K projectors**.

Each Cinema is really free to choose the projection system more compatible with its characteristics: cinema dimension, projection distance, economics.

The cinemakit can be interfaced with any existing audio processor
Dolby Digital 7.1, 5.1, 4.0 or Stereo.



"standards" for management and projection

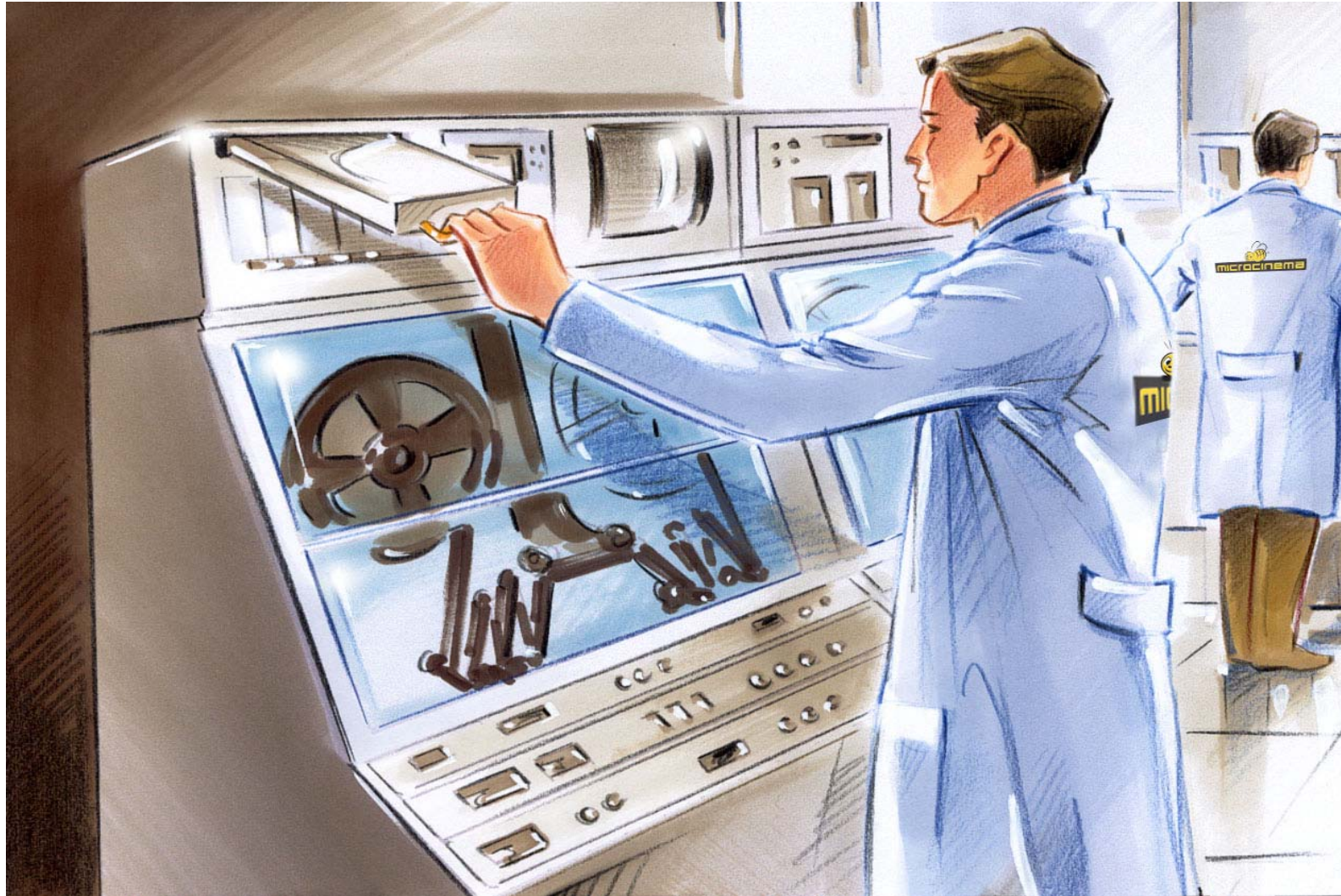


| | DCI | Microcinema |
|---|---|---|
| CODEC FORMAT | JPEG 2000 (under standardisation and recognition by SMPTE) | SMPTE 412M (Microsoft VC-1 the unique recognised and standardised code format from SMPTE on april 3, 2006) |
| DELIVERY MEDIA | Hard Disk | Satellite |
| NATIVE PICTURE RESOLUTION | 1080 | 1080 / 1536 |
| PROJECTION FORMATS (proiezione) | 2 k (2048 x 1080p) | 1.3 k (1280 x 720p) 1.9 k (1920 x 1080p) 2 k (2048 x 1080p) |

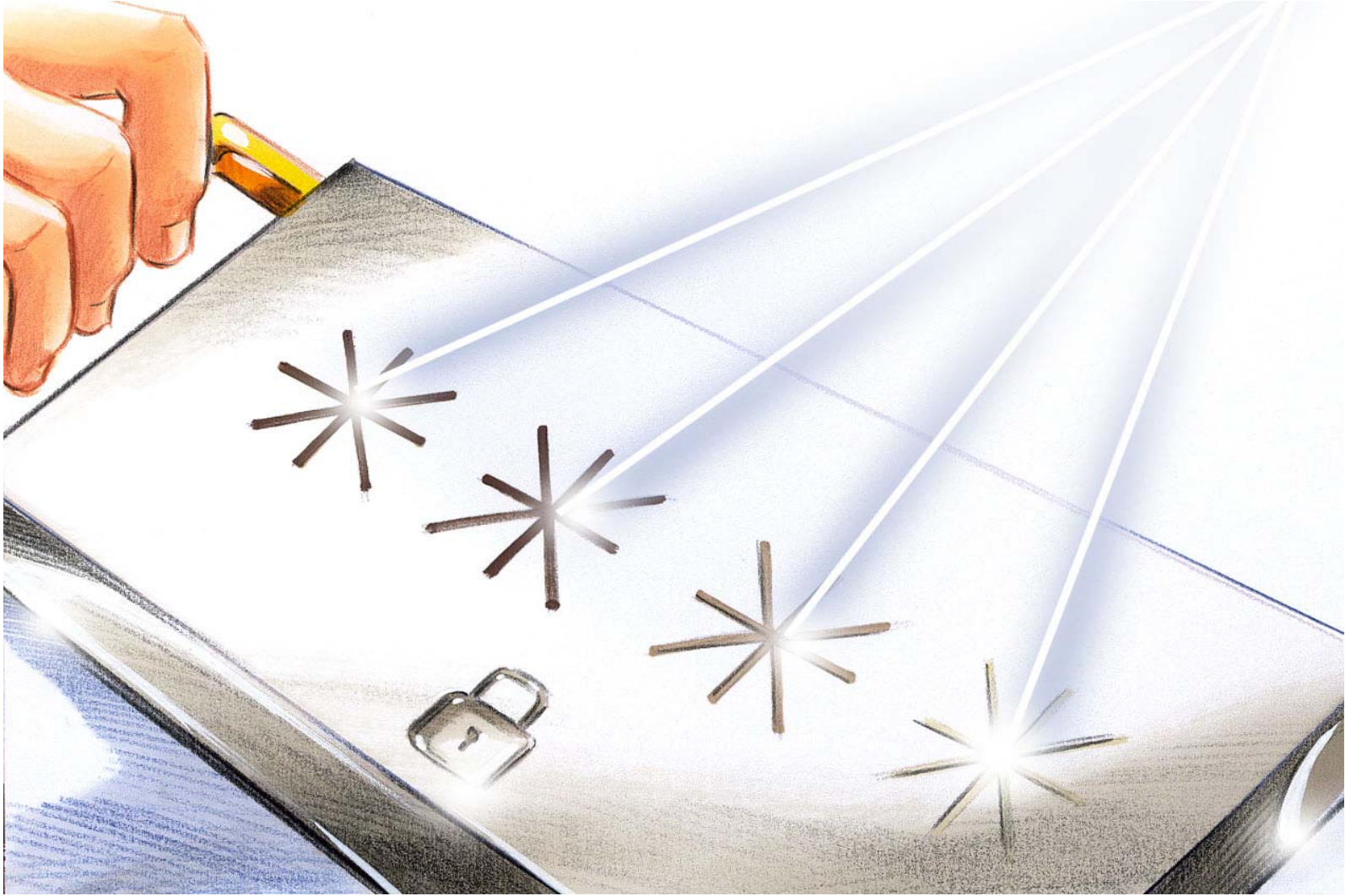
Microcinema has been recognised as one of the few world's Authority for DRM certificates release



Processing starts in Rome



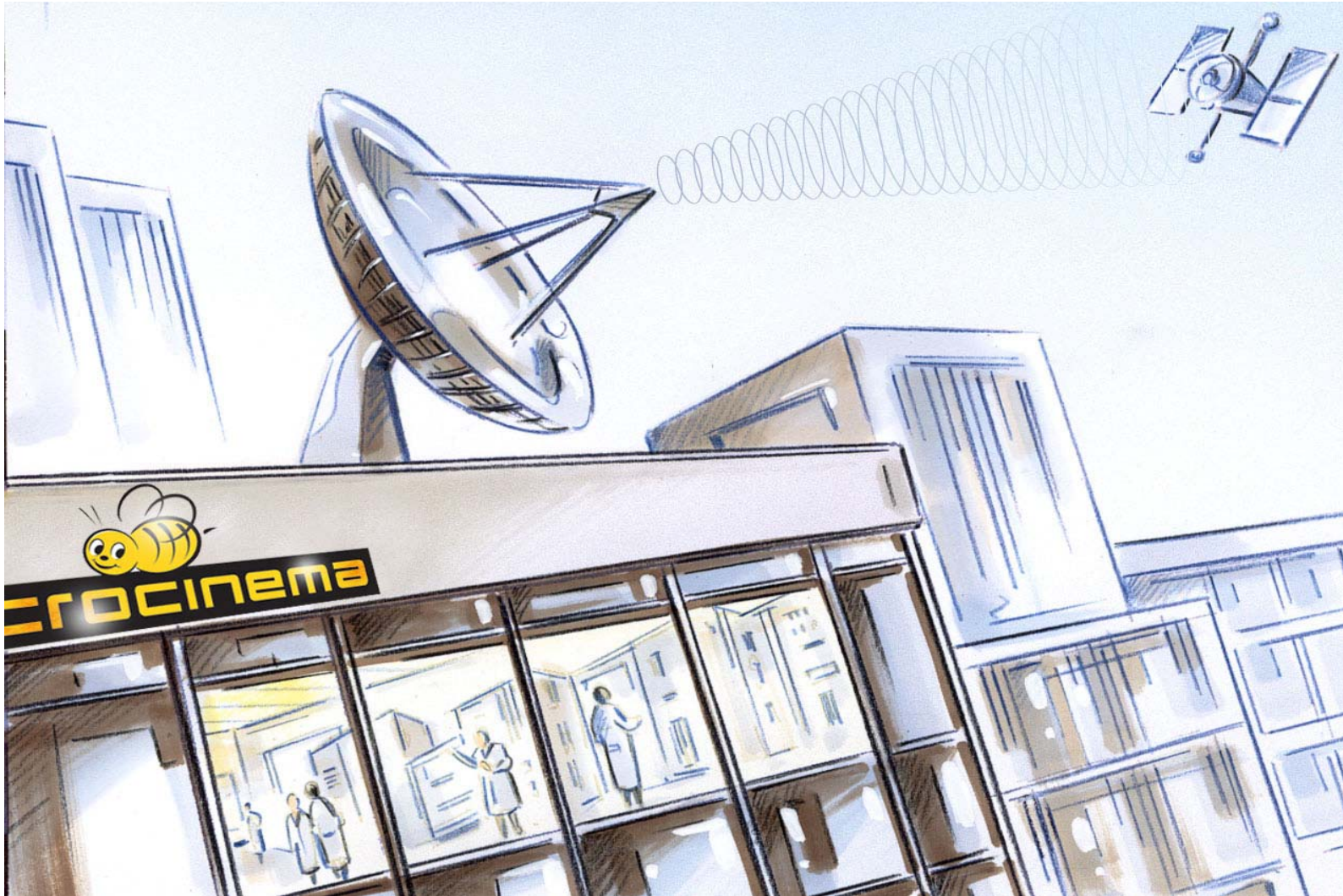
Security and Digital Rights Management



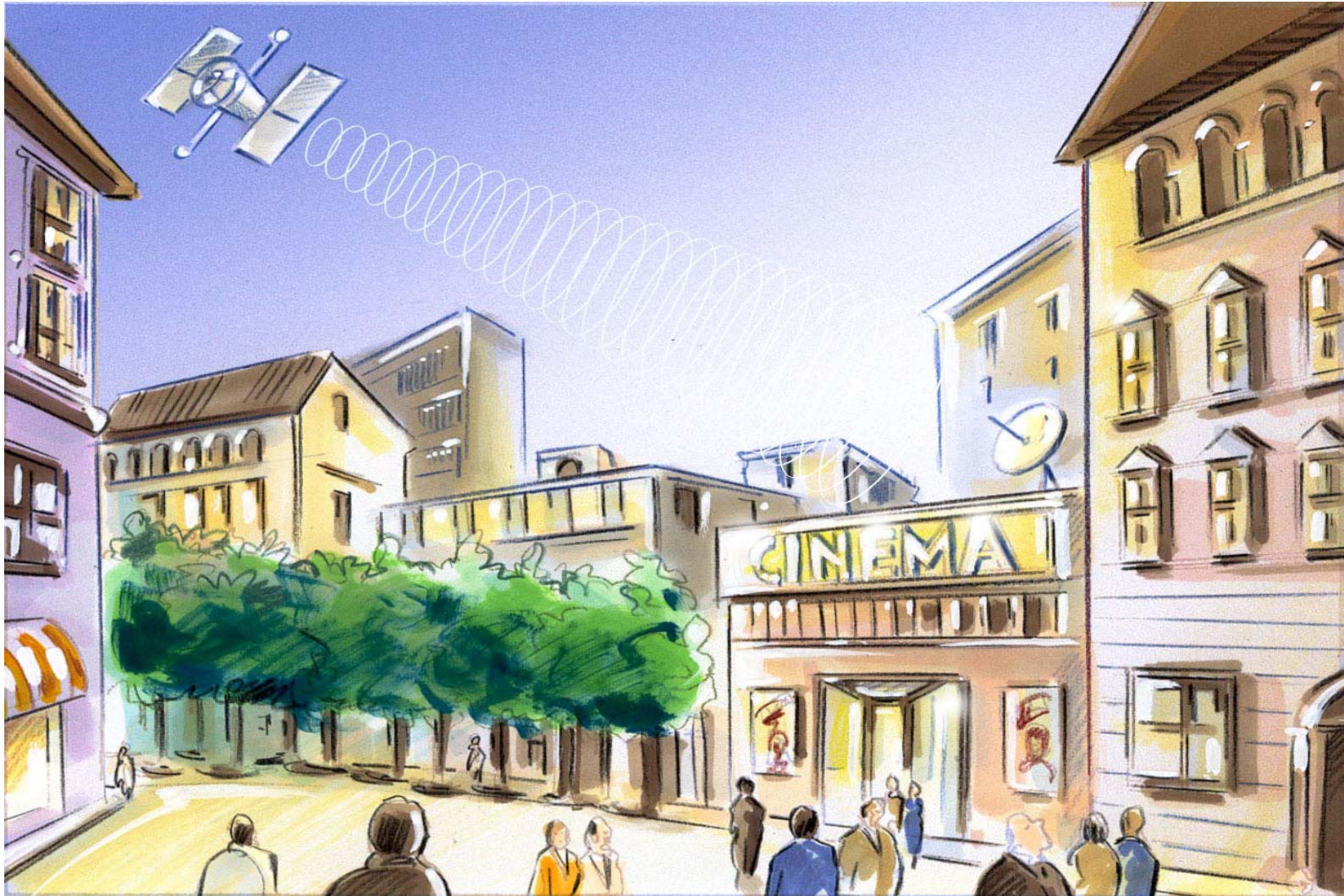
The Op-Centre checks quality and security



Microcinema manages the satellite uplink



The satellite reaches theatres everywhere



Updated catalogue is available online (booking)



Friendly interface to easily manage the contents



Cinema Alberto

AREA GESTIONE

PROIETTORE ●

ACCENDI SPEGNI

SHUTTER ●

APRI CHIUDI

Zoom ⊖ ⊕ Shift ⬅ ➡

Focus ⊖ ⊕ ⬅ ➡

Stato corrente: SHUTTER_OPEN
Check Projector Status

CONTENUTI MULTIMEDIALI AGGIORNA

- Mr. Magorium e la bottega delle meraviglie
- Test 1,85:1
- Test 16:9
- Test 2,35:1
- Test Audio
- Test Monoscopio

Mr. Magorium e la bottega delle meraviglie

Valido dal 26 / 01 / 2008

Valido al 29 / 02 / 2008

Proiezioni 08

Dettaglio

Trailer Funeral Party
nessuna limitazione.
Rullo1
Proiezioni: 8 dal 26/01/2008 al 29/02/2008

CARICA



INFO
CONTENUTO
CARICATO

ACQUISISCI
LICENZE

CARICA TEST

Win TV

AVVIA ABILITA

DVD

AVVIA ABILITA

AREA ESECUZIONE

PLAY



PAUSA



INTERVALLO



Durata Intervallo

1 minuto

Mr. Magorium e la bottega delle meraviglie

Durata totale 01 : 36 : 40

Avanzamento 00 : 00 : 00

Rimanente 01 : 36 : 40

Titolo

Durata filmato 00 : 00 : 00

Avanzamento 00 : 00 : 00

Rimanente 00 : 00 : 00

Trailer Funeral Party

Rullo1

Rullo2

Rullo3

Rullo4

Rullo5

INTERROMPI

18 : 02 : 47

27 Feb 2008

Elenco Attivita

27/02/2008 18.01.38 : Proiezione interrotta

27/02/2008 18.01.07 : Ripresa proiezione

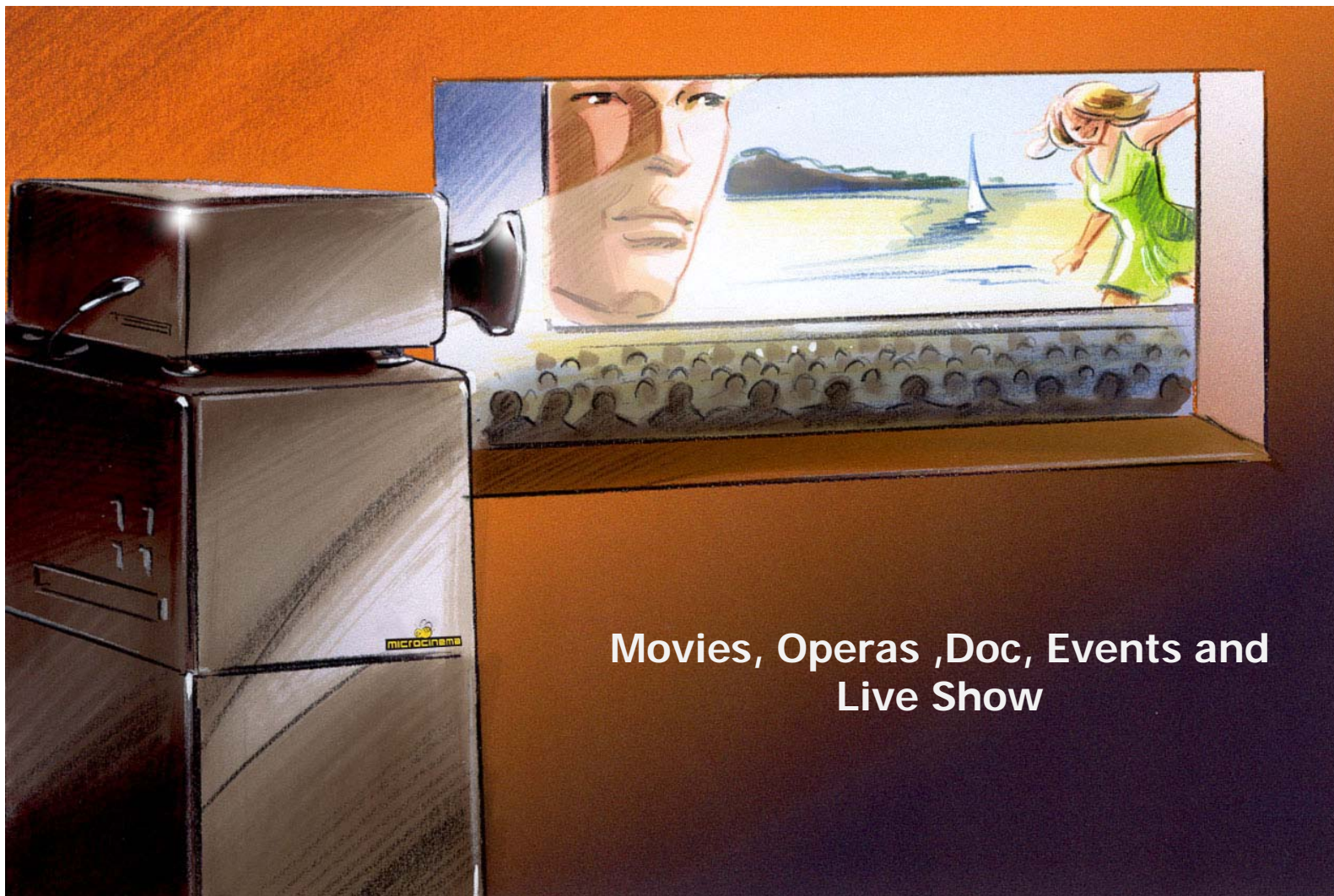
27/02/2008 18.00.06 : Inizio conto alla rovescia per ripristino.

27/02/2008 18.00.06 : Proiezione fermata

27/02/2008 17.58.09 : Ripresa proiezione

27/02/2008 17.57.08 : Inizio conto alla rovescia per ripristino.

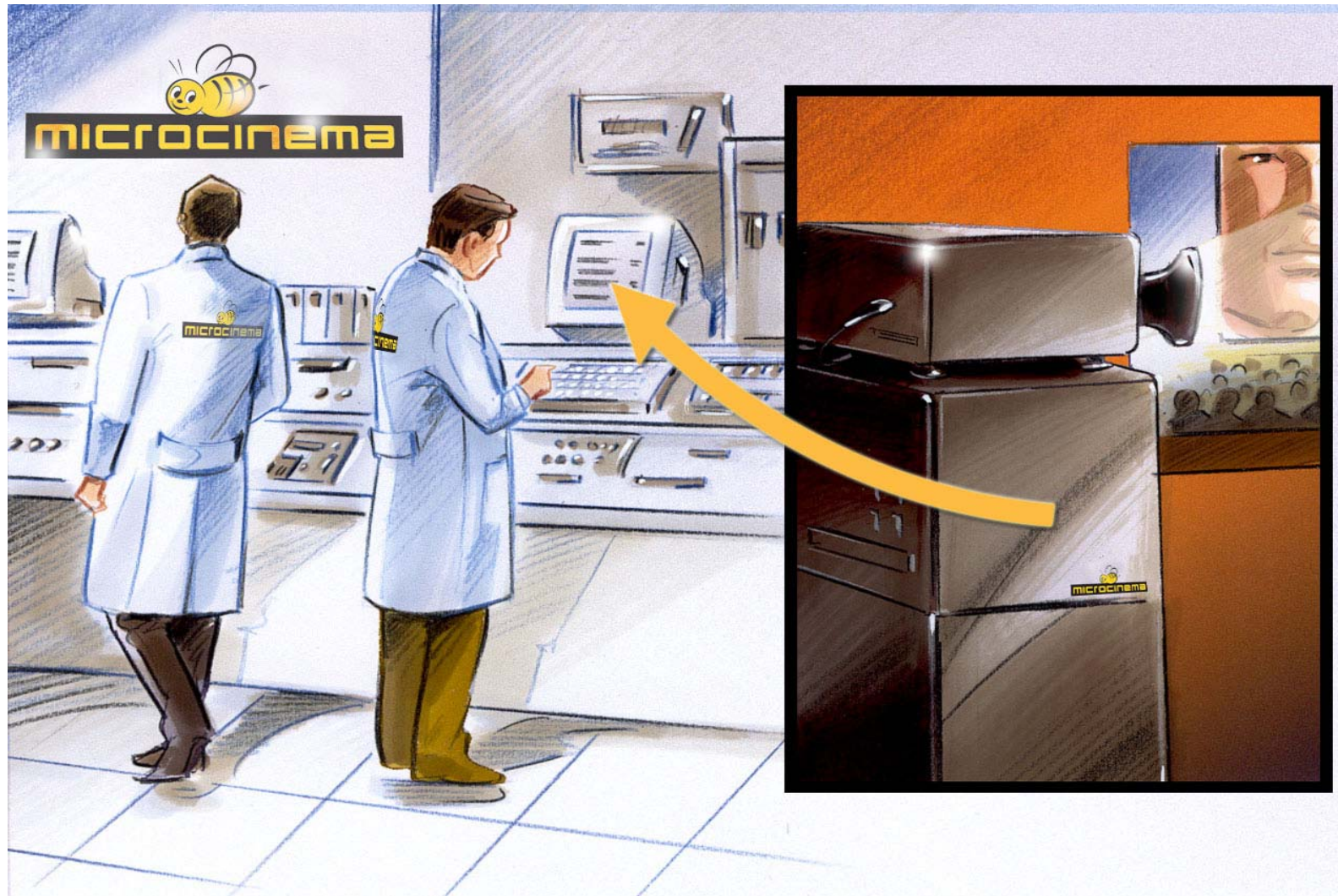
Projection, scalable resolution 1.3k, 1.9k, 2.0k



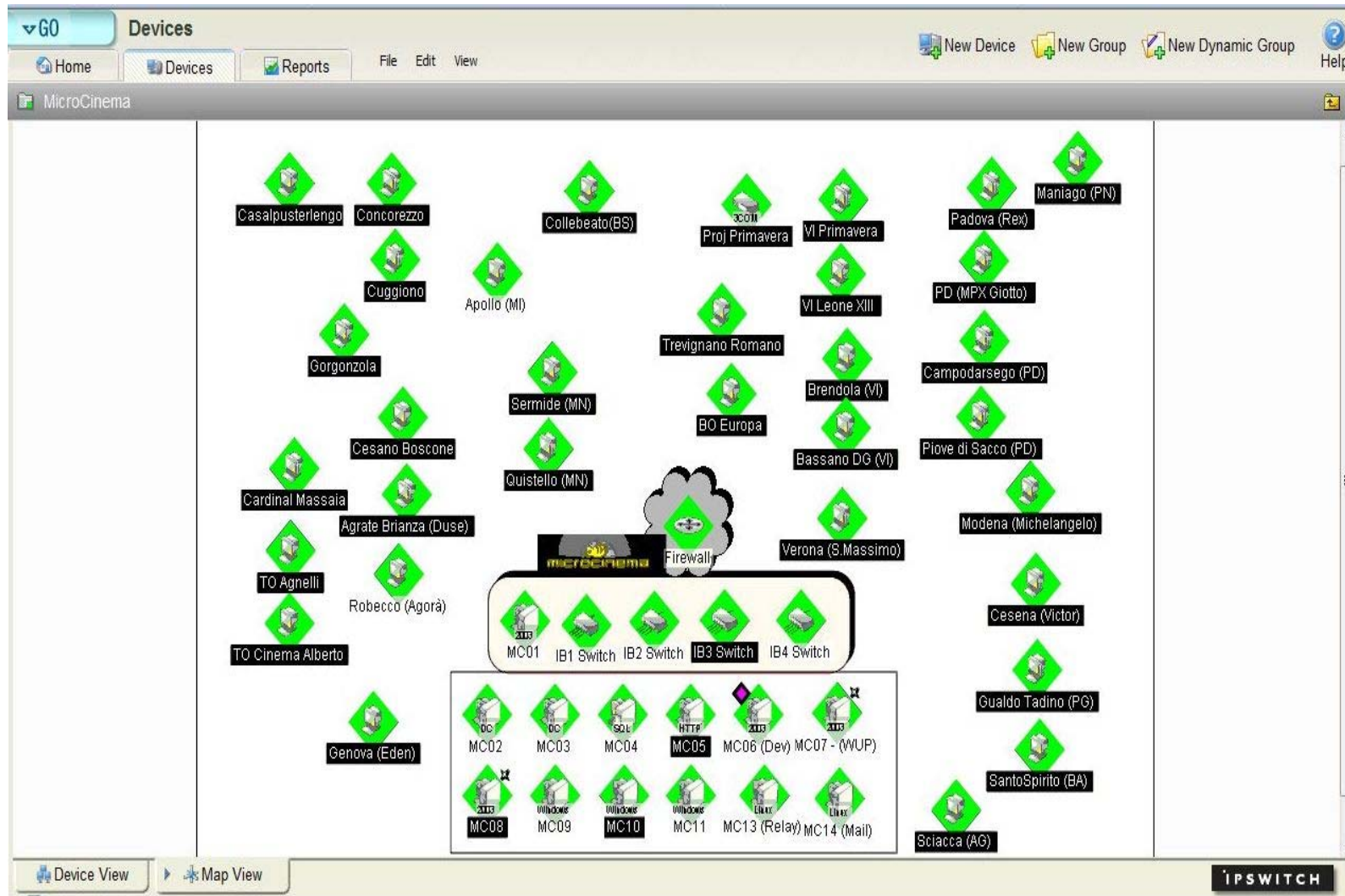
Movies, Operas ,Doc, Events and
Live Show

A new way to manage the theatre (billing)

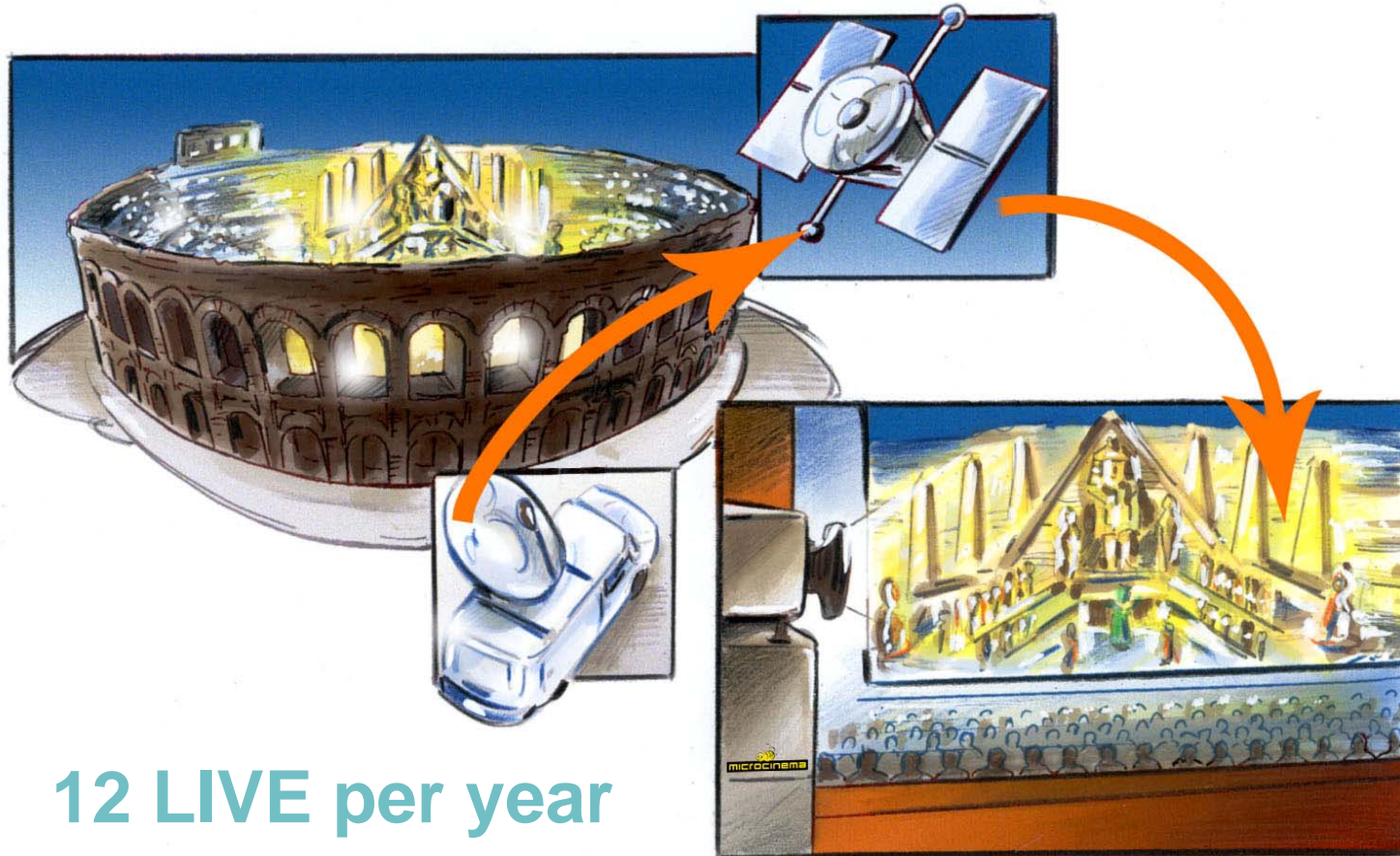




Constant monitoring and alert system



Live events... new opportunities for the theatres



**12 LIVE per year
from all over the world**

More Choice

Not only cinema, but a rich bouquet of **complementary contents**:
Operas, Theatre, Ballet, Pop Music Concerts, Cultural events, Education
LIVE AND REPICABLE

More Flexibility

The exhibitor can choose among more than 100 contents on demand
ALWAYS AVAILABLE:
Just a mouse click for booking. **Just a mouse click** to start the projection.
A catalogue to grow to the infinity simply by adding storage capacity.

More Profitability

With an **economically viable investment**, every cinema can offer during the day,
different contents for different audience:
First run movies, Titles in Exclusive, Thematic shows,
Shows for schools, afternoon show for the ancient people, Teleconferences,
Videogames

Microcinema... a very different cinema!!!



At least **two new movies**
every week.
Un movie from the
historical national heritage
offered every month.
Special launches
dedicated to the digital network.



"IL BARBIERE DI SIVIGLIA"

di G. Rossini

dal Teatro La Fenice di Venezia

23 Aprile 2008

Un'esclusiva Microcinema



"EDGAR"

di Giacomo Puccini

dal Teatro Regio di Torino

Periodo: dal 25 Giugno al 6 Luglio 2008



"NORMA"

di V. Bellini

dal Teatro Comunale di Bologna

9 maggio 2008

"SAMSON ET DALILA"

di C. Saint Saens

dal Teatro Comunale di Bologna

Periodo: 3/8 Giugno 2008

Un'esclusiva Microcinema



"ORFEO"

di C. Monteverdi

dal Teatro Real di Madrid

Periodo: 19/28 Maggio 2008

Un'esclusiva Microcinema



Thank you for your attention



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