

MACCS International and XDC Break Through Digital Distribution Issues by Launching “DCinema Hub - the Global Movie Distribution Platform”

American Film Market (“AFM”), November 4, 2011. MACCS International, producer of the blue chip accounting software for the international movie distribution market, and XDC, the pan-European leader in digital cinema services, create a joint-venture company “DCinema Hub” providing a global order and delivery platform for digital movie that will span the entire cinema industry from distributor to exhibitor including the labs and delivery companies.

The new company DCinema Hub will provide a universal one-stop platform to enable the ordering, delivery and fulfillment of digital cinema. The platform will consist of four key elements: Content store in order to facilitate the direct order of movies, dispatch instructions about digital copy creation and delivery, key creation, Trusted Device List and relation management.

Bert Huls, CEO of MACCS International said: *“DCinema Hub is a revolutionary service that we are very excited to launch together with a partner like XDC which has always been a pioneer in advanced digital cinema technology and services. DCinema Hub will create and maintain a central storage where, over time, a library of all available digital copies will be built up. Exhibitors will order any movie available in the library after which DCinema Hub will initiate the delivery process of the digital copy through the appropriate channel. Instructions for hard drive preparation will be sent to third-party labs while DCinema Hub will automatically process the electronic delivery via satellite (all major networks will be supported) or broadband internet. DCinema Hub will also generate and distribute keys to unlock the digital copies. We have already received a very positive feedback from distributors since DCinema Hub will tremendously ease their operations by acting as a single point of contact and an automatic delivery platform.”*

*“We are very proud to have found MACCS as a partner in this ground breaking service”, added **Serge Plasch, CEO of XDC.** “Today, the majority of the technical issues in the cinemas are related to wrong keys generated from non accurate screen info. Therefore, DCinema Hub has developed a unique push ‘n pull technology that will automatically create and maintain a global Trusted Device List (“TDL”) of all cinema’s that want to participate. This global TDL has always been the ultimate dream of the digital cinema industry and DCinema Hub is the answer. Because of the importance for the development of Digital Cinema, DCinema Hub will be open to any stakeholder in the industry including trusted third parties...”*

The platform is aimed to be fully agnostic with respect to the booking system, i.e. working with MACCS software but also with any booking software used by the distributor. Booking instructions will be entered into DCinema Hub via an automatic, semi-automatic or manual interface allowing everyone, distributors and third-party labs, to use it.

For more info about DCinema Hub, go to www.dcinemahub.com or visit during AFM booth 5 in Atrium 5 (Loews Hotel) or contact:

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About MACCS International (<http://www.maccs.com>)

The company specializes in software for the international film distribution market. The Movie ACCounting System - MACCS - is a user friendly ERP system, developed especially for the film distribution market. MACCS is used by 2 major US studios and by 70 distributors in over 30 countries.

MACCS International also offers MaccsBox, a data exchange system for box office information providing web based data collection, exchange and reporting for film distributors and exhibitors. Through MaccsBox full electronic data exchange is available for titles and title information, bookings and booking information, flash grosses, gross box office returns and invoices. MaccsBox is currently used in The Netherlands, Belgium and the US.

About XDC (<http://www.xdcinema.com>)

The company is the largest digital cinema company in Europe. XDC provides end-to-end digital cinema solutions including equipment supply, financing (VPF, leasing, etc), training, installation, maintenance and 24/7 NOC support. XDC also offers lab content processing and delivery services including full service including mastering, duplication, key management, extranet tracking and physical or virtual delivery. XDC has agreements in place with Arqiva, Eutelsat and SmartJog and has developed it's own proprietary Internet-based delivery solution.

XDC is the first entity to have Virtual Print Fees 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 countries.