

Announcing the Nordic Digital Alliance

Kristiansand Digital Kino Alliance and Arts Alliance Media have formed a **50:50 joint venture company** in Norway to finance, install, maintain and operate digital cinema networks in the Nordic Region. The company is called Nordic Digital Alliance. The digital cinema trial in Norway is its first project.

Arts Alliance Media (AAM) is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, between industry players and to the home. For Digital Cinema AAM provides end-to-end creation of digital cinema networks as well as the ongoing servicing and distribution of content through those networks.



Kristiansand Cinema is the fifth largest grossing cinema in Norway. It was the first cinema to send films directly via the fibre network. It operates 10 screens and is responsible for the maintenance and service program for Nordic Digital Alliance.



Ella Kommunikasjon is the network's technology partner and a leading company within film and other content over broadband. They have a high level of experience with programming, testing and operational management, with a core competence in storage, service and distribution of digital film.



Cultiva: Cultiva is a culture fund with about 1,5 Billion NOK in fund capital. Their focus is on development of sustainable culture and leisure business, and they provide support for projects for establishing new jobs within the art and culture area. Cultiva also supports knowledge based organisations who contribute to innovation, development and competence building.

NORGESFILM AS

Norges Film were established on the basis of the competence for digital film distribution in Kristiansand. The core business is within distribution of film over the broadband network:



www.filmarkivet.no. Their main partner is the Norwegian Film Institute and they provide operational management for the Norwegian Film Institute's National Digital Film Archive.

Agder Energi: One of the largest energy companies in Norway with 900 employees. Agder Energy is a major regional player in South of Norway, and a major fibre infrastructure owner in Norway with strategic focus on culture and leisure industry, with emphasis on digitalisation.

The Norwegian trial has received support and funding from FILM&KINO

Trial sites

10 screens are included in the trial.

6 have been installed so far.

Our 10th installation will be a mobile unit which will be shared between 3 sites in Bykle in the Valley of Setesdal.

Cinema	No. of screens	Status
Kristiansand	2	Installed
Frogner (Oslo)	1	Installed
Saga (Oslo)	2	Installed
Lillesand	1	Installed
Grimstad	1	June
Tromsø	1	June
Frederikstad	1	June
Mobile Unit-Bykle	1	June
Total	10	

Films



Free Jimmy
Cannes Critics Week's closing night film, the Norwegian-UK co-production has been shown digitally in both the Norwegian language and English language versions at Saga, Frogner and Kristiansand Kinos.

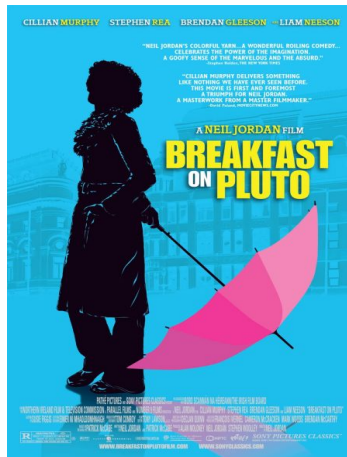
The Proposition was shown with Norwegian subtitles at Kristiansand Kino



A Cock and Bull Story was shown at the NFI as part of their digital summit.

Subtitles

One challenge for content distributed to date has been to access subtitles in a suitable format. AAM has worked with Norges Film to create a workflow for producing suitable subtitles. This was used for Free Jimmy, Breakfast on Pluto and the Proposition



Breakfast on Pluto was shown at Kristiansand Kino with Norwegian subtitles.



Equipment update

Projectors

The trial uses 2K DLP Cinema™ projectors and so far we have installed a mix of Barco DP90, Christie CP2000 and NEC IS8s.

Servers

All servers installed to date are QuVIS Cinema Players. They are upgraded to accept content in a "JPEG2000 Interop" format (supported by studios such as Fox and BVI). We are planning on using one other server type during the trial and will announce details shortly.

Project Director

We have just appointed a new Project Director for the NDA.

Erling Johansen is a former CEO and Chairman of various companies and culture organisations, Secretary General of Norwegian Jazzforum and since 1994 Honorary Consul for Latvia.

He will be responsible for building up NDA to become the preferred Partner for cinemas who are digitalised, and for future distribution of films, support and service.



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