

DIGITAL CINEMA INITIATIVES, LLC, SIGNS LICENSING AGREEMENTS FOR COMPLIANCE TESTING

CineCert, DMC/Keio University and Media Innovation Center to Provide DCI Specification Compliance Testing for Digital Cinema Equipment

(October 13, 2008 - Hollywood, California) Digital Cinema Initiatives, LLC (DCI) announced today that it has signed licensing agreements for compliance testing with CineCert, LLC in the United States, DMC/Keio University in Japan and Media Innovation Center in Italy. These entities will perform testing to determine whether manufactured digital cinema equipment and products are compliant with DCI's Digital Cinema System Specification (the DCI Specification).

In October 2007, DCI published its Compliance Test Plan (CTP), which includes validated test procedures for the DCI Specification, including all referenced standards of the Society for Motion Picture and Television Engineers (SMPTE).

In a joint statement, the member studios of DCI said, "These licensing agreements represent an important step in the maturation of the digital cinema marketplace. Through compliance testing, distributors, exhibitors, manufacturers and technology providers will have the assurance that equipment and products have been rigorously reviewed and comply with DCI requirements."

About Digital Cinema Initiatives, LLC

Digital Cinema Initiatives, LLC (DCI) was created in March 2002, and is a joint venture of Disney, Fox, Paramount, Sony Pictures, Universal and Warner Bros. The primary purpose of DCI is to establish and document specifications for an open architecture for digital cinema that ensures a uniform and high level of technical performance, reliability and quality. See www.dcimovies.com for more information.

About CineCert, LLC

CineCert, LLC is a technology development and consulting organization specializing in digital cinema and other computing applications for the entertainment industry. CineCert provides services to industry-leading content and service providers that are adopting digital cinema technology into their production workflows and distribution networks. See www.cinecert.com for more information. Contact: John Hurst, <info@cinecert.com>.

About DMC/Keio University

DMC/Keio University is the Research Institute for Digital Media and Content at Keio University and its mission is to promote creation of digital content, to develop research, and to encourage international distribution. Keio University has a proud history as Japan's first private institution of higher learning founded in 1858. The mission of Keio University is to foster highly skilled individuals, promote scholarship and create new values.. (DMC is supported by the Japanese Ministry of Education, Culture, Sports, Science and Technology) See www.dmc.keio.ac.jp/en/ for more information. Contact: Naohisa Ohta, naohisa@dmc.keio.ac.jp.

About Media Innovation Center

Media Innovation Center is involved in research, innovation, application and training methodologies for advanced media. It plans to pursue the concept of an International Center of Excellence with a desire to connect its work with that of other similar centers worldwide. MIC is supported by “La Biennale di Venezia – Venice Film Festival” and CDG at Cinecittà. See www.labiennale.org for more information. Contact: Angelo D’Alessio, <adalessio@alice.it>.

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