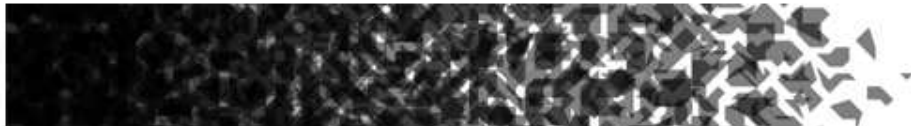

DigiTraining Plus 2011

Jan Petersen

CTO and IT Manager
Nordisk Film Cinemas

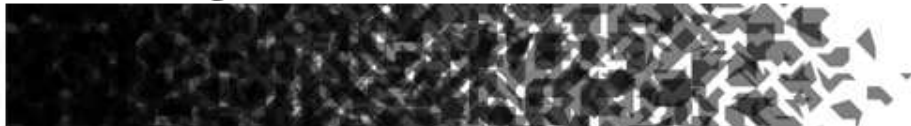


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Agenda

- Nordisk Film Cinemas
- Digital experience since 2004
- Current situation
- Partnerships –
why they are important
- Partnerships – our choices
- Questions ?

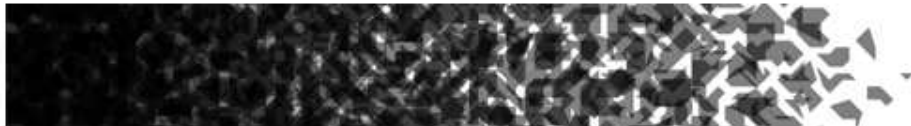


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Nordisk Film Cinemas

- Founded in 1915
- The largest cinema chain in Denmark
 - 16 Cinemas in 11 cities
 - 114 screens and approx. 18.000 seats
 - Approx. 6 million tickets sold per year and 50% market share
- Fully owned subsidiary of Nordisk Film.
 - Founded in 1906. The oldest still operating movie production company
 - Division companies spanning all areas of movie lifetime.
 - Production
 - Post production
 - Cinema and video distribution
 - Cinemas and Cinema advertising
- Part of the Egmont group
 - Covering almost all part of media in a broader sense
 - 4.300 employees
 - Yearly revenue of more than 1,4 billion Euro
 - Owned by the Egmont foundation (5.8 millions euro donated 2010)

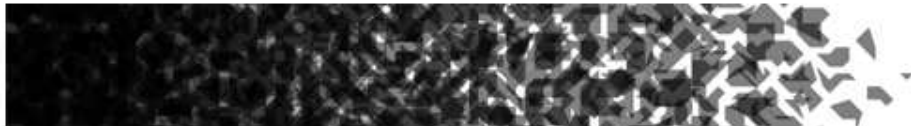


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Digital Cinema Experience

- June 2004 – Decision to start Digital Cinema
 - Market leadership
 - Operational excellence
 - Business experience
- First screens installed in August 2004
 - 3 screens, two in Copenhagen and one in Aarhus (Second largest city in Denmark)
 - Barco projectors and EVS/XDC servers
 - Opening with “I, Robot” and “Shrek 2”
- Fourth screen installed in May 2005 (Ready for Star Wars – Episode III)
- Replacement of servers in January 2006
 - Doremi DCP-2000 - Only operational fully compliant JPEG2000 server
- Four more screens in 2007 and one in 2009 bringing the total up to 9.
- After the success of Avatar additional 21 screens were installed in 2010
- All 30 screens are 3D screens
 - 15 Barco projectors
 - 15 Christie projectors
 - All use Master Image 3D system
- All installations stable with very limited service needs
 - 1. generation series II projectors needed time to get stable

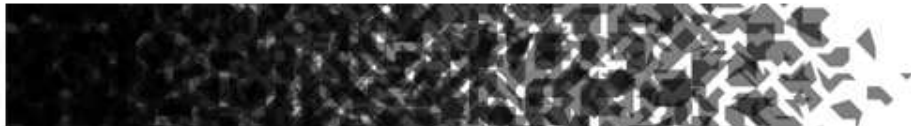


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Current/future situation

- VPF agreement with XDC just announced
- All screens to be digital before the end of 2012
- All cinemas will have DLP 4K installed
- Additional 3D screens but not all screens
- Theater Management systems in all theaters
- Local library systems in all theaters
- Central library system at headquarter

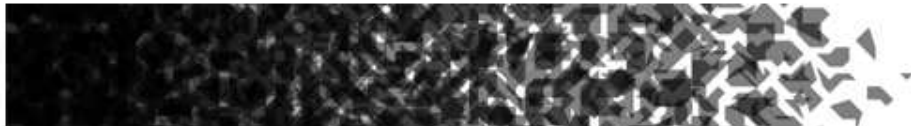


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Partnerships – Why they are important

- Deals are for 10 years.
- Vendors and cinemas are 'stuck' with each other
- Like any partnership you have to feel confident.
 - 'Divorce' isn't cheap in business either
- Getting a 'clean' start is important.
- The partnership model give both parties added value

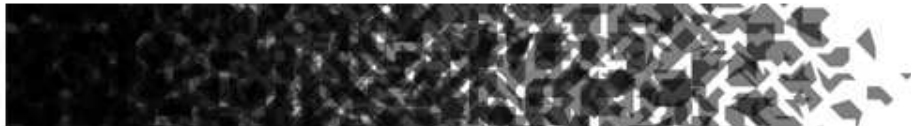


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Partnerships – Our choices

- XDC
 - Worked with EVS in 2004
 - Tested their servers and service since 2008
 - Supplements our competences
- Barco
 - Used projectors since 2004
 - European
 - Easy access to key persons
 - Trust and cooperation
- Doremi
 - Market leader
 - Very reliable
 - Good personal relations

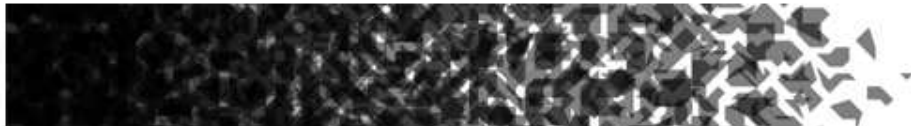


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Questions?

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