

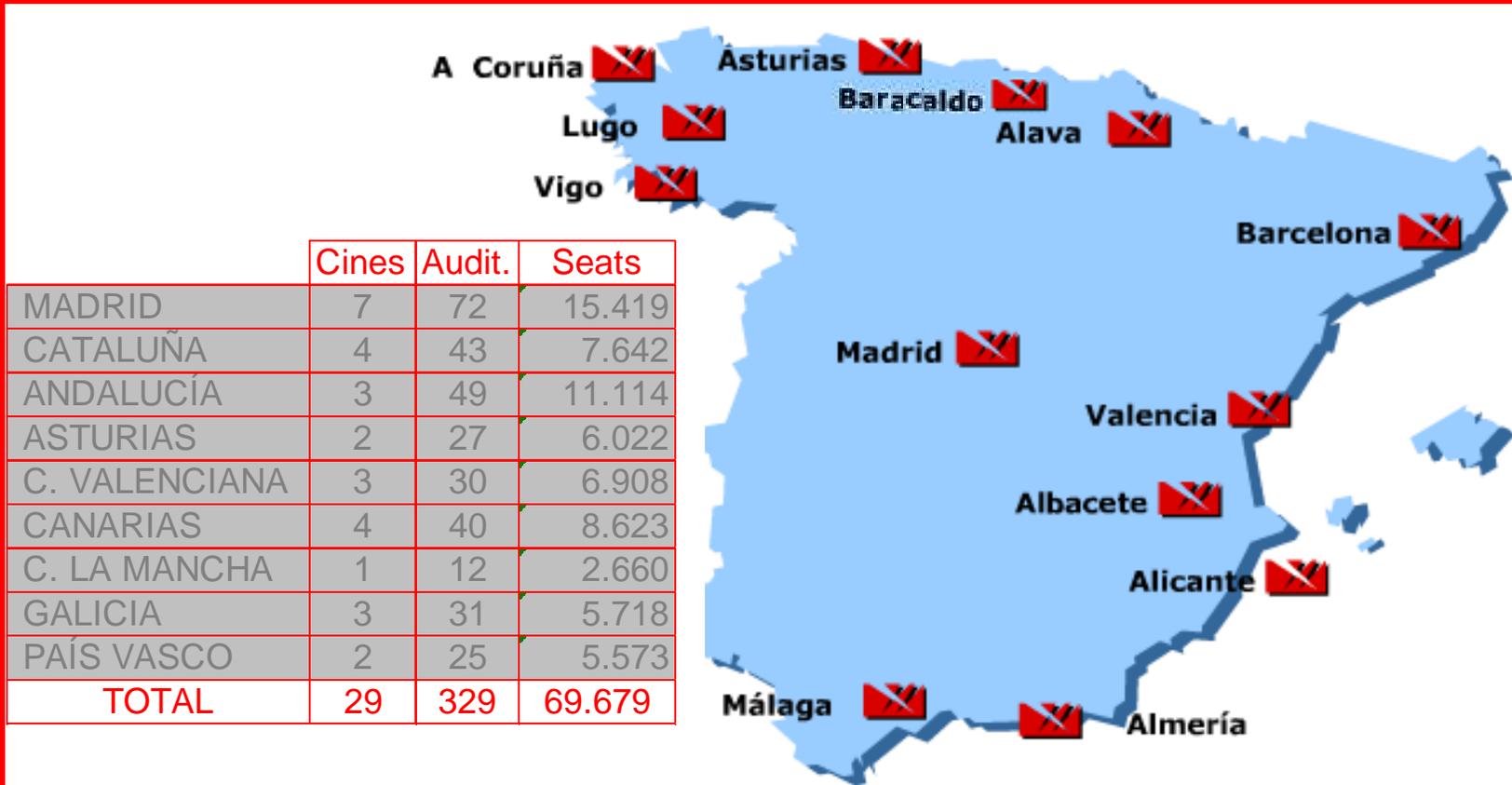


LOOKING FOR
INNOVATION IN MOVIE
THEATERS

YELMO main figures

- ✓ Company founded 25 years ago.
- ✓ 12.500.000 Customers per year
- ✓ 69.679 Seats
- ✓ 329 Auditoriums
- ✓ 29 multiplexes
- ✓ 90.000.000€ income
- ✓ Award Exhibitor of the year 2006, Amsterdam´s CinemaExpo.

Locations



Looking for innovation

- ✓ First Spanish exhibitor operating a multiplex programming only Original Version movies.
- ✓ First cinema chain in the world having a complete IMAX MPX auditorium. Now Yelmo operates 3 IMAX in Spain.
- ✓ First Spanish exhibitor offering CineExpress.
- ✓ And now next step: **Cinegames**, videogames at the theater.
- ✓ Active investigation about **digitalization**.

Some Yelmo's photos



AUDITORIUMS

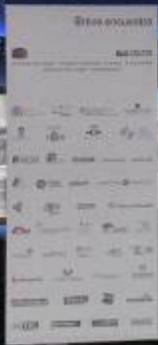
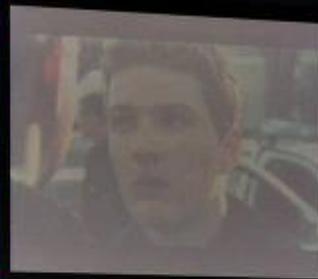
FAÇADES

YELMO CINEPLEX



YELMO CINEPLEX





INTERIORS

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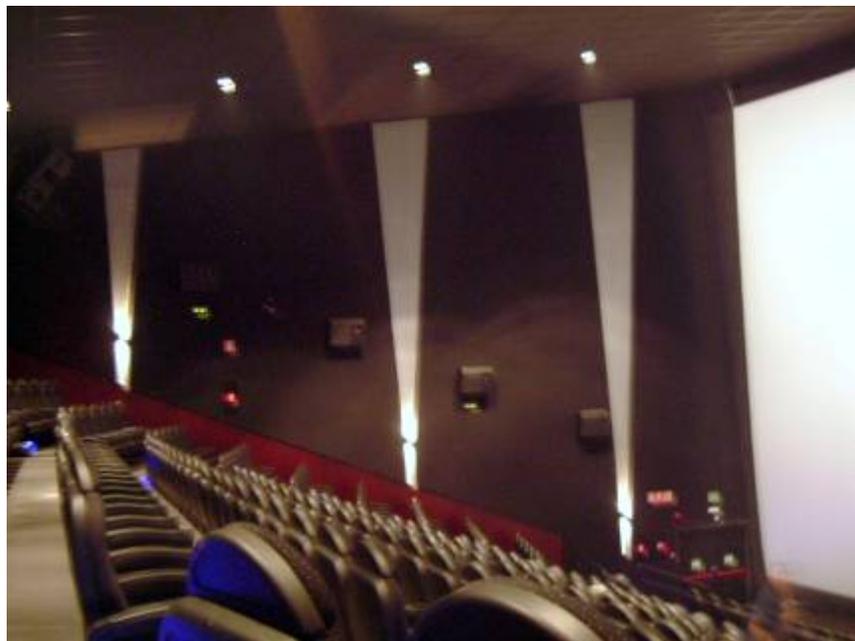




CINEGAMES



IMAX MPX



Digital projection in Yelmo

- ✓ First steps: September 2005. 4 Yelmo's auditoriums projects live events Red Bull X-Fighters 2005 with Sanyo 1.4K projectors.
- ✓ Agreement with XDC, installing a Cinemeccanica 2k projector in Málaga PM. Projecting movies at present.
- ✓ Agreement with local broker Dionet during a 4 months period to test Christies 2K projectors.
- ✓ Thanks to Media Salles and Barco, Yelmo used during more than a month a Barco projector for testing the model and projecting the live event Red Bull X-Fighters 2006.
- ✓ December 2006 Yelmo opens the first cinegames auditorium of the word, using 3 DELL 1.4K projectors.
- ✓ During 2007 Yelmo will test NEC 2K projectors.

Live events: X-Fighters 2005

- ✓ September 2005. 4 Yelmo's auditoriums projects live event Red Bull X-Fighters 2005 with Sanyo 1.4K projectors.



Thanks to Red Bull marketing campaign, the digital event was a huge success

Digital cinema operation at Malaga

- ✓ June 2006, agreement with XDC for installing a Cinemeccanica CMC3 2D projector, and a EVS G2 server, in Málaga PM. Projecting movies at present.



Movies projected up to now:

- **Superman Returns.**
- **Poseidon**
- **Infiltrated**
- **Happy Feet.**
- **The Blood Diamond.**
- **300**

Sports events, football

- ✓ Agreement with Spanish broker Dionet during a period of 4 months to test Christies CP 2000, and Doremi DCP2000 server.



During that period of time, the movie **Superman Returns** was projected, and all matches of **Germany's 2006 World Cup**.

More live events: X-Fighters 2006

- ✓ Thanks to Media Salles and Barco, Yelmo used during more than a month a **Barco DP 90** and a Kodak server for testing and live event Red Bull X-Fighters 2006.



Second edition of Red Bull X-Fighters.
TresAguas customers enjoyed great quality of image provided by **Barco DP 90**.

Other content: videogames and more

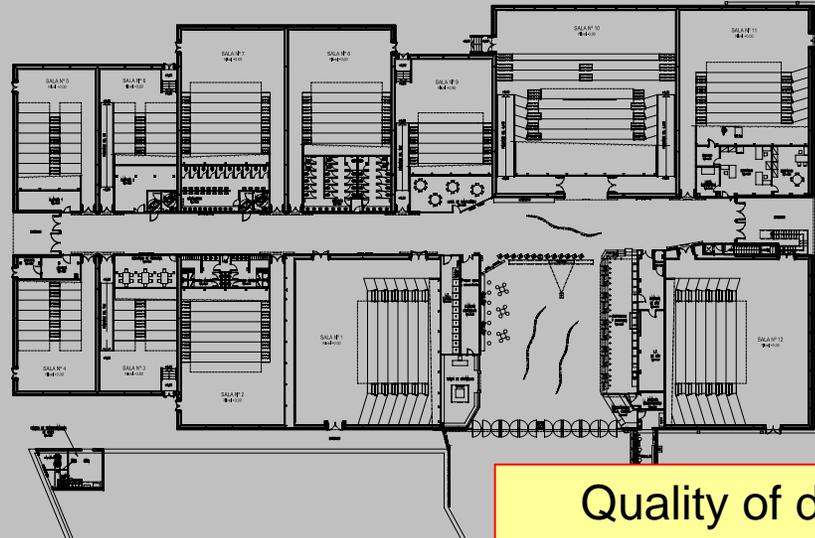
- ✓ December 2006 Yelmo opens first **cinergames** auditorium of the world, using 3 DELL 1.4K projectors.



First interactive
movie theater
offering net
videogames with
integrated FX.

More tests: software's turn.

- ✓ During 2007 Yelmo will test NEC NC2500S projector. Next step for testing will be to choose a multiplex project under construction, for installing in all auditoriums with digital projection.



Quality of digital projection have been proved. Now we must test theater's management software.

General conclusions.

- ✓ **Customers:** All the 2K digital projectors tested have very good quality appreciation. From the audience point of view is impossible to distinguish one model from the other. Commodity.
- ✓ **Technically:** measurements directly over screen give us more or less same level of light, from 60 to 77 lumens depending on screen's position.
- ✓ **Projectionists:** appreciate lack of maintenance, ease to change bulbs, auto-regulation, ease to re-start the projection in the same point in case of show stop and low noise performance. As disadvantages, the systems don't provide a signal in case of image malfunction. Necessary to project in 35mm previous commercials. (in Spain, pre show commercials aren't in digital yet)

What projectionists ask?

- ✓ Friendly interface with the projector. Touch screen or similar device is very appreciated.
- ✓ Easy to program, different formats of image and sources, directly over the machine, without exterior software.
- ✓ Projector equipped with the more SIGNAL IN connectors as possible, as a standard.
- ✓ Different language's instructions.

What cinema owners ask for?

- ✓ Good support in terms of maintenance. Hot line available.
- ✓ Good integration with management software systems, grouping commercials, trailers and movies.
- ✓ ...and if it is possible, a revision of the price?

THANKS.



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