

NEWS ALERT

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Odeon UCI chooses Arqiva's Digital Cinema Platform

- **Odeon UCI selects Arqiva's Digital Cinema Satellite System for electronic delivery of DCPs and live events to nearly 100 European cinemas**

Odeon UCI, one of Europe's leading cinema exhibitors and the world's largest outside of the Americas, has chosen to deploy Arqiva's Digital Cinema Satellite System. The agreement, working through Arqiva's Digital Cinema partners Arts Alliance Media, will see Arqiva install its professional satellite receive equipment at nearly 100 cinemas for UCI in Italy and Portugal, UCI Kinowelt in Austria and Germany, and Cinesa in Spain. This will enable the delivery of DCPs and live events via Arqiva's Digital Cinema platform on IS905.

Barrie Woolston, Commercial Director at Arqiva Broadcast & Media, said: "Odeon UCI's decision is a massive endorsement of our Digital Cinema Satellite System both conceptually and technically. Its deployment across close to 100 Odeon UCI cinemas represents a considerable growth of our network and greatly reinforces our presence in key European markets – especially Spain and Italy. Indeed the ever growing momentum of our roll out leaves little doubt that Arqiva's Digital Cinema Satellite System is the preferred electronic delivery method for European exhibitors - including leading names like Odeon UCI."

Drew Kaza, Executive Vice President of Digital Development for ODEON and UCI Cinemas, added: "Our decision to deploy Arqiva's Digital Cinema Satellite System helps keep our cinema circuit at the cutting edge of cinema distribution. We believe that electronic delivery by satellite brings us key benefits and is the way forward for cinema distribution – and that Arqiva is an ideal technology partner for Odeon UCI."

Arqiva provides robust satellite and IP networks for the managed delivery of entertainment, information and advertising worldwide. It works with leading media distributors to provide electronic delivery services of live events and feature films into digital cinemas across Europe.

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