



## NEWS ALERT

Date: 19 April 2010

### **Apollo Cinemas commits 100% to Arqiva's Digital Cinema Satellite System**

- **Arqiva rolls out Digital Cinema Satellite System for entire Apollo circuit enabling electronic delivery of feature films and live events**

The Apollo Cinema chain has chosen Arqiva's Digital Cinema Satellite Distribution System for their entire cinema circuit. This will enable Arqiva to electronically deliver Digital Cinema Packages and live events to all of Apollo's sites around the UK. The first performance streamed live via satellite for Apollo was the Bolshoi Ballet's 'La Flame de Paris' from Moscow on 8 April 2010.

Barrie Woolston, Commercial Director at Arqiva Satellite & Media, said: "Apollo has a reputation for being at the cutting edge of cinema. Arqiva's innovative satellite system uses professional broadcast equipment to provide a robust and reliable electronic delivery system for live and feature content. We congratulate Apollo on being the first UK cinema chain to fully deploy digital cinema for which Arqiva's electronic distribution is ideally suited."

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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